Ontario
Provincial Parks

Provincial Park User Survey Analysis of Data

1983

Ministry of Natural Resources
Ontario

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1983 PROVINCIAL PARK USER SURVEY

ANALYSIS OF DATA

Ministry of Natural Resources
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PROVINCIAL PARK USER SURVEY - 1983

ANALYSIS OF DATA

1) Introduction:

The User Survey Program was established in 1974 to provide current information for a variety of planning, research and operational/ management functions. The program operates on a cyclical pattern during which time eligible parks are surveyed once. The program is now into its second cycle.

The information presented in this report compares the data collected during the 1983 park operating season with the data collected from the same parks during a previous survey. The database is now sufficient to provide a reliable record of trends and patterns of park users on a provincial and regional basis.

In order to facilitate understanding of the raw data collected from the 1983 user surveys, a series of written descriptions and graphs were completed using the overall percentage figures, providing a general state of parks surveyed for this year (not for entire park system).

As well, a general comparison was made for the individual parks surveyed in 1983 with the data obtained from the previous parks survey.

Questions contained in the survey obtained information on the characteristics of campers and day users including: park user characteristics, extent of park use, travel data, activity participation, expenditures, type of equipment used, park perception and marketing. In addition, a number of park-specific questions were added to investigate particular issues or concerns of the park manager.

INDIVIDUAL PARKS
COMPARATIVE ANALYSIS
DAY USE AND CAMPER

2. 1983 DAY USER SUMMARY

1983 Day Use Summary

Characteristics of park Users

- over 56% of day use parties were of the family type, followed by 22% couples and 16% friends. The group type of party was less than 2% making use of the day use parks.
- the average party size was 4.1, with the largest number of people coming in groups of 2 and 4.
- over 35% of the day users visiting the parks were in the 25-44 age category, 31% were of the 1-14 age group. Senior Citizen use was under 5%.

Park Use

- over 62% of the people were previous visitors to the surveyed park before. Of these people, 70% had visited the previous year (1982) and spent about 7.2 days.
- 26% of the people who visited the park had camped in the park last year (1982).
- the average time spent in the parks this year was about 4 hours, but close to 14% of the people surveyed spent more than 6 hours.

Day Use Origin

- the majority of day users surveyed were from the M.N.R. Central Region (31%), the Northeastern, Eastern and Southwestern Regions made up another 32%, followed by 12% from the U.S. states. (note: this is only for the parks surveyed in 1983, not the entire park system).
- of the park users surveyed, over 46% either used a provincial park campground or their own permanent residence as accommodation for this trip.

Activity Participation

- relaxing was the most popular day use activity, followed by picnicking and swimming/sunbathing.
- staff organized activities had the lowest participation rate at 4%.
- swimming was the activity spent the most time doing at 26% followed by picnicking, relaxing and sunbathing.

Park Perception

- the major reason day visitors chose to visit the parks was because of the close proximity to their residence (34%). Other major reasons were because of the natural setting and the recreational opportunities and facilities offered by the parks.

- a high percentage (28%) of people enjoyed their visit to the park because of the quietness and natural setting. The weather was also an influencing factor.

- when asked what improvements could be done to the park to make their visit more enjoyable, 19% indicated to leave the park as is, 13% had concerns with the beach and swimming areas, 7% indicated an improvement in sanitation and 5% indicated an improvement in the picnic area.

Expenditures

- the total average party expenditures by day users within 25 miles of the park was $59.27. Of this amount 31% was spent on fuel and transportation, 38% on food and drink, 8% on entertainment and the remaining 25% on miscellaneous items.

- it should be noted that the average expenditures for the northern parks were considerably higher than southern parks. It can be assumed the reason for this is the longer distances travelled and the day use parks were one of a number of stops enroute.

Marketing

- when asked how the visitors first heard about the park, 46% of the respondents indicated that friends or relatives introduced them to the park while 25% found out from maps and road signs.

- Maps, Facilities/Services, Attractions and Operating Rates/Dates were rated in this order when asked what printed materials were important to receive prior to their visit. The ranking of printed material upon arrival at the park were maps, park information, local attractions and then park activities.

FIGURE 1: DAYS IN PARK DURING 1983 BY PREVIOUS VISITORS, ONTARIO PROVINCIAL PARKS, 1983 DAY-USE PARTIES

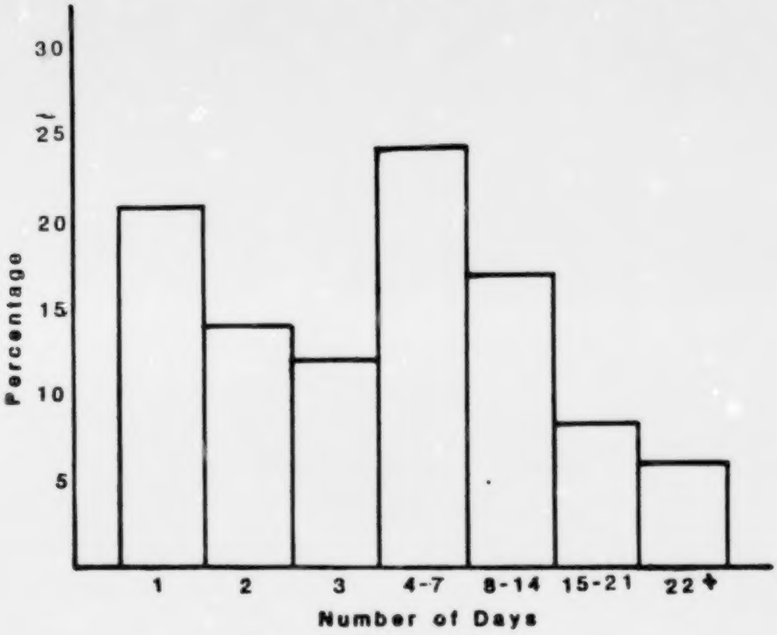

FIGURE 2: TIME SPENT IN PARK, ONTARIO PROVINCIAL PARKS, 1983 DAY-USE PARTIES

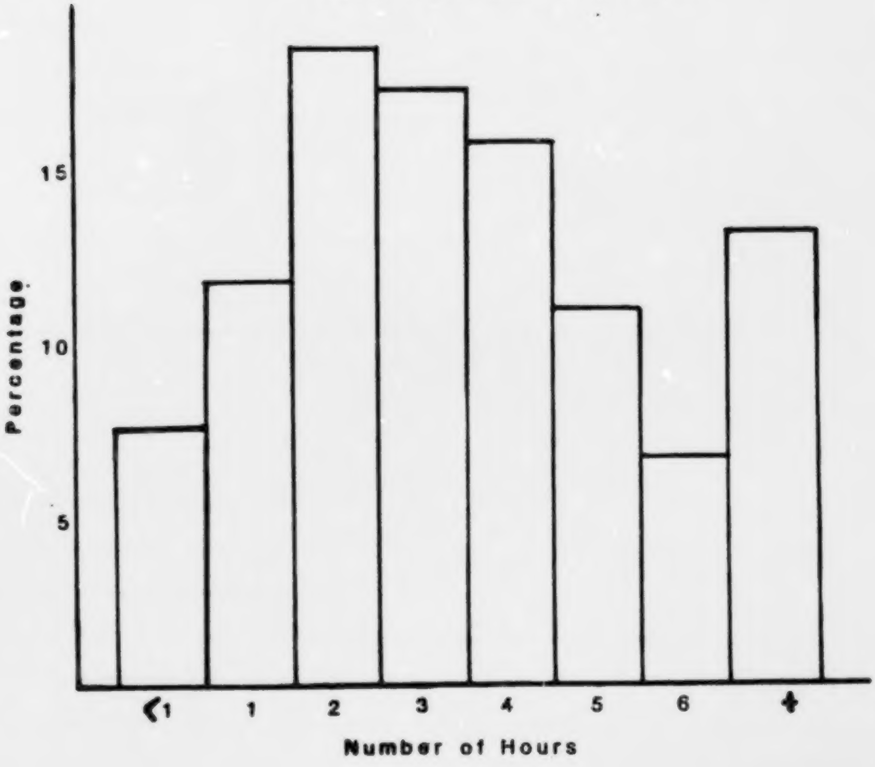

FIGURE 3: CHARACTERISTIES OF PARK USERS, ONTARIO PROVINCIAL PARKS, 1983 DAY-USE PARTIES

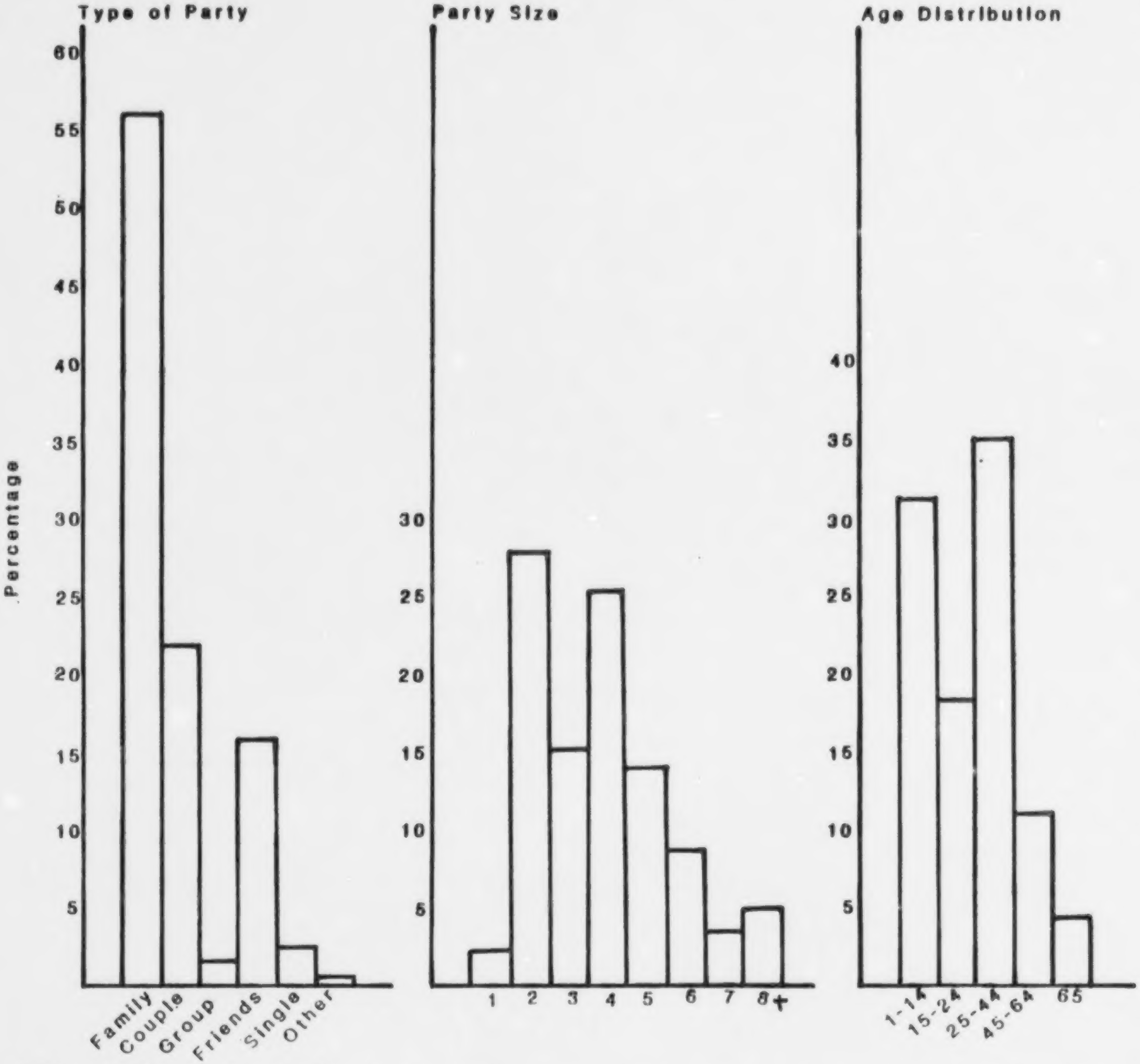

FIGURE 4: LOCATION OF PERMANENT RESIDENCE,
BY MINISTRY REGION,
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1983 DAY-USE PARTIES

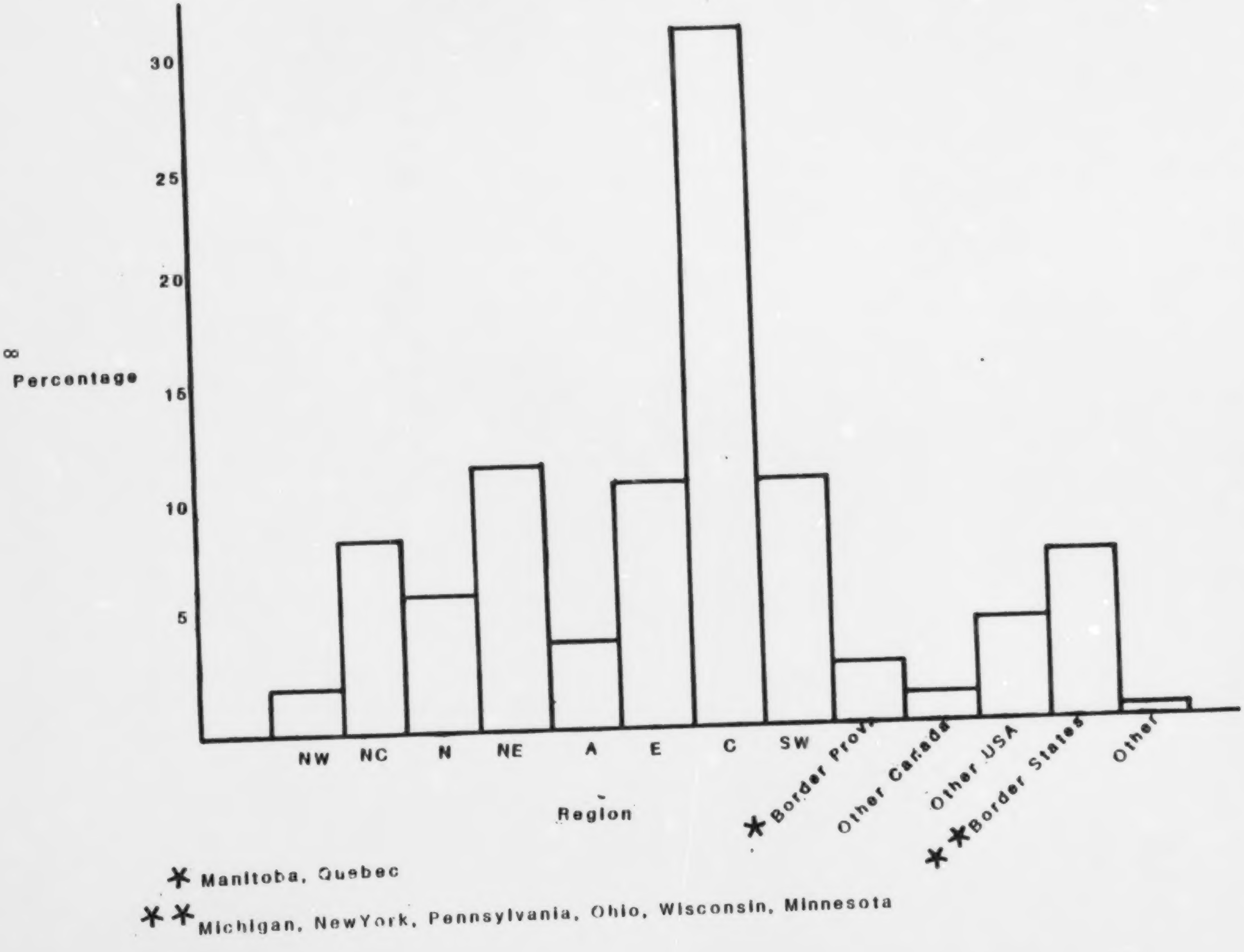

FIGURE 5: ACCOMMODATION USED ON TRIP,
ONTARIO PROVINCIAL PARKS,
1983 DAY-USE PARTIES

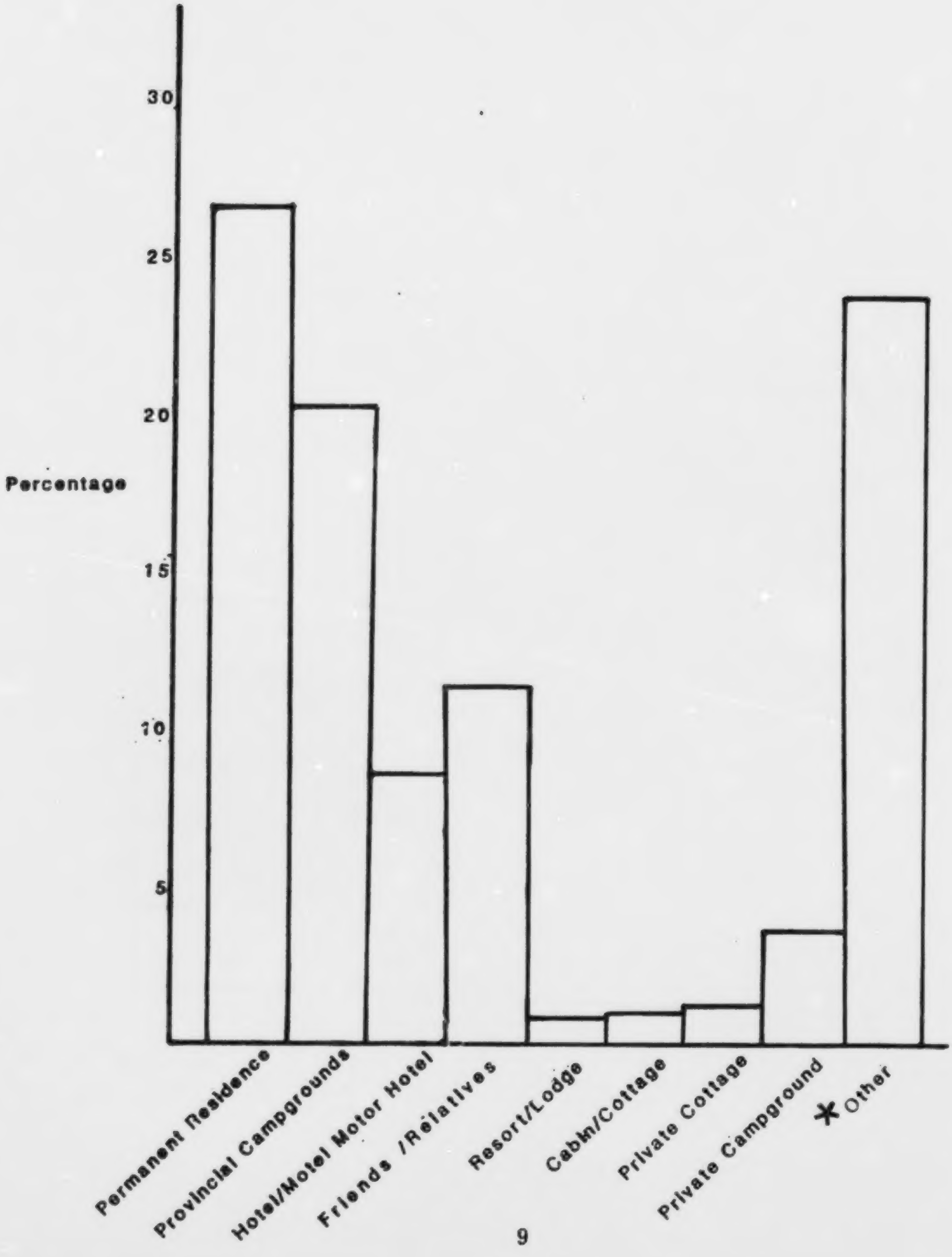

FIGURE 6: PARTICIPATION RATES FOR SELECTED RECREATIONAL ACTIVITIES,
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1983 DAY-USE PARTIES

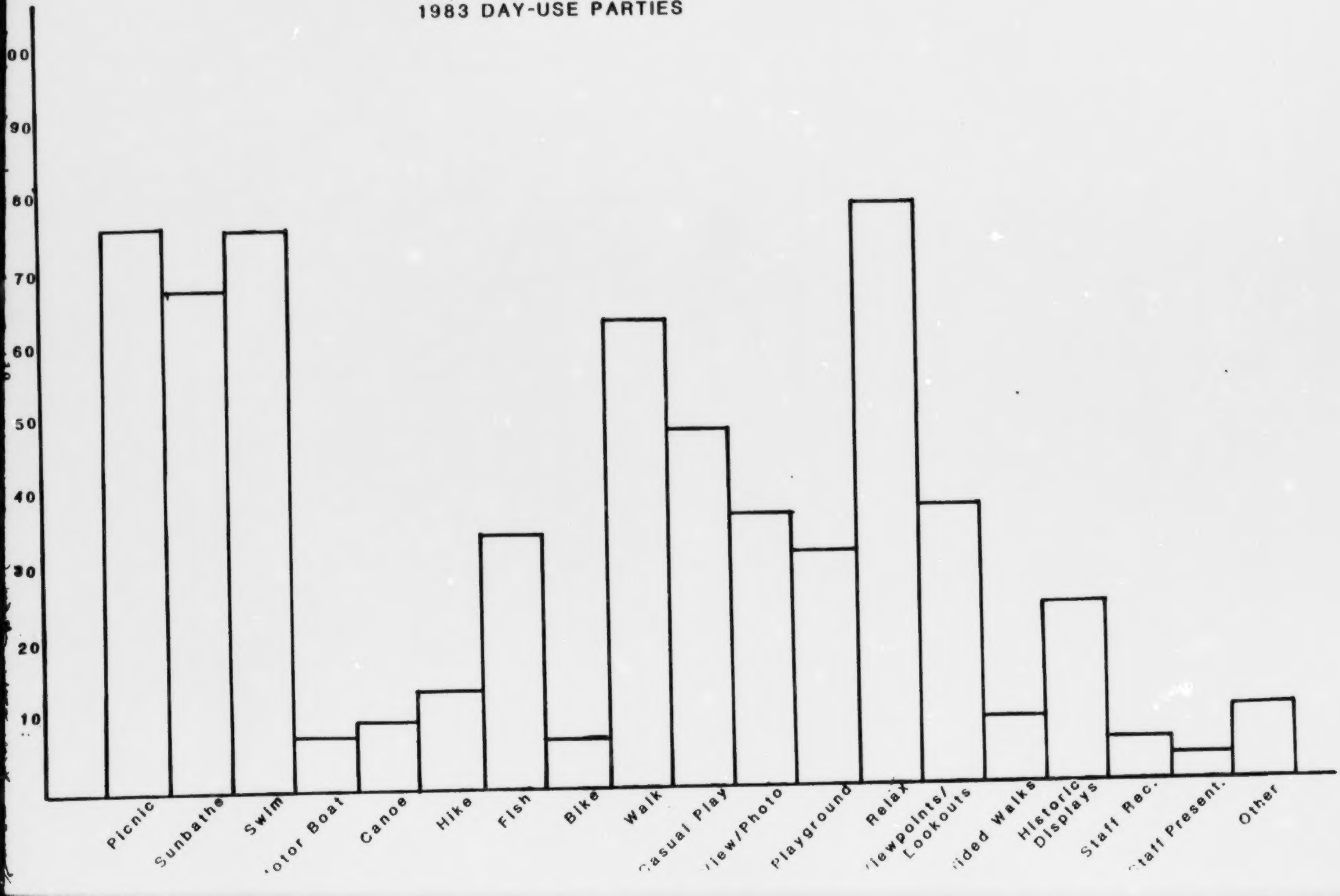


FIGURE 7: ACTIVIES SPENT MOST TIME DOING, ONTARIO PROVINCIAL PARKS, 1983 DAY-USE PARTIES

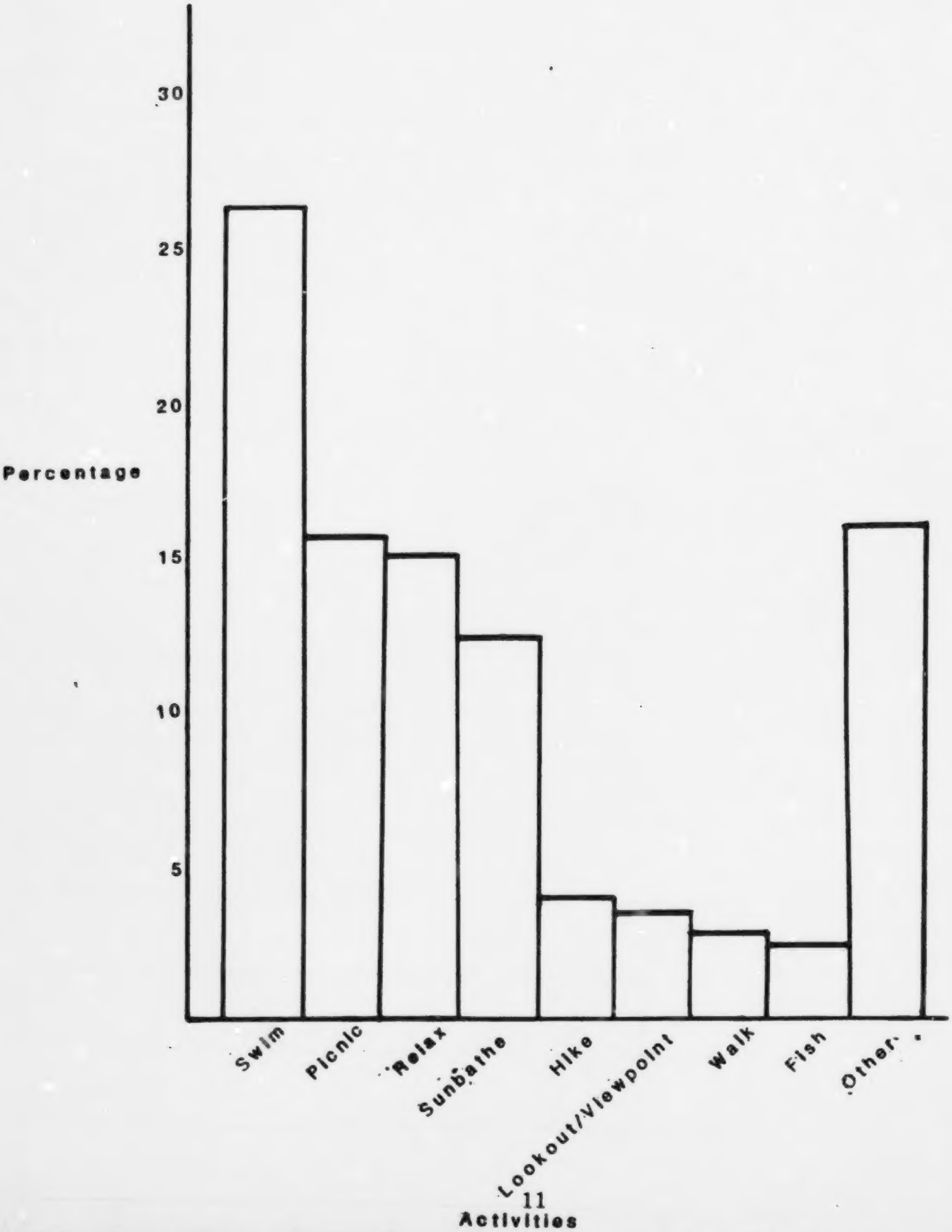


FIGURE 8: REASONS FOR CHOOSING PARK,
ONTARIO PROVINCIAL PARKS,
1983 DAY-USE PARTIES

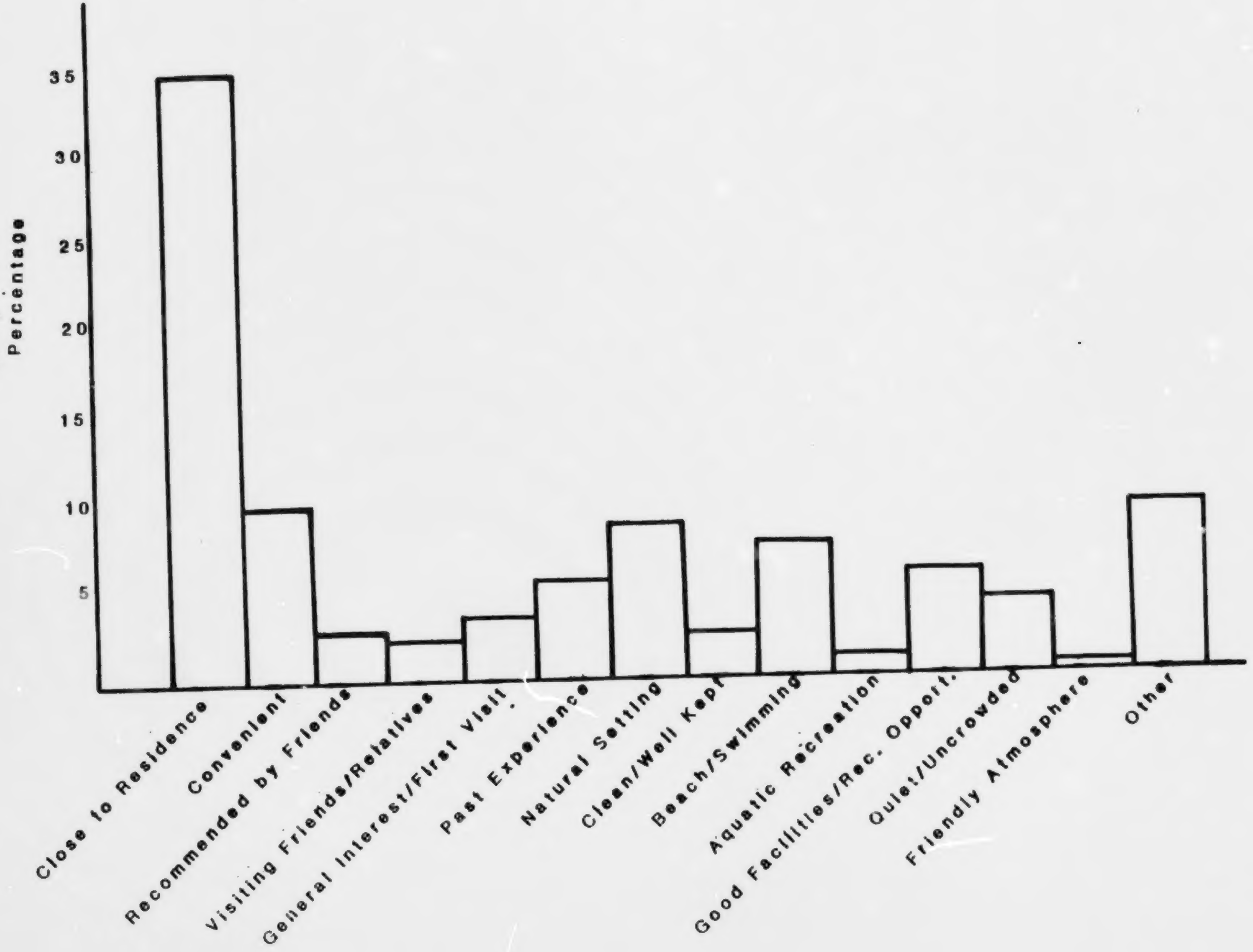


FIGURE 9: RECOMMENDED IMROVEMENTS TO THE PARK, ONTARIO PROVINCIAL PARKS, 1983 DAY-USE PARTIES

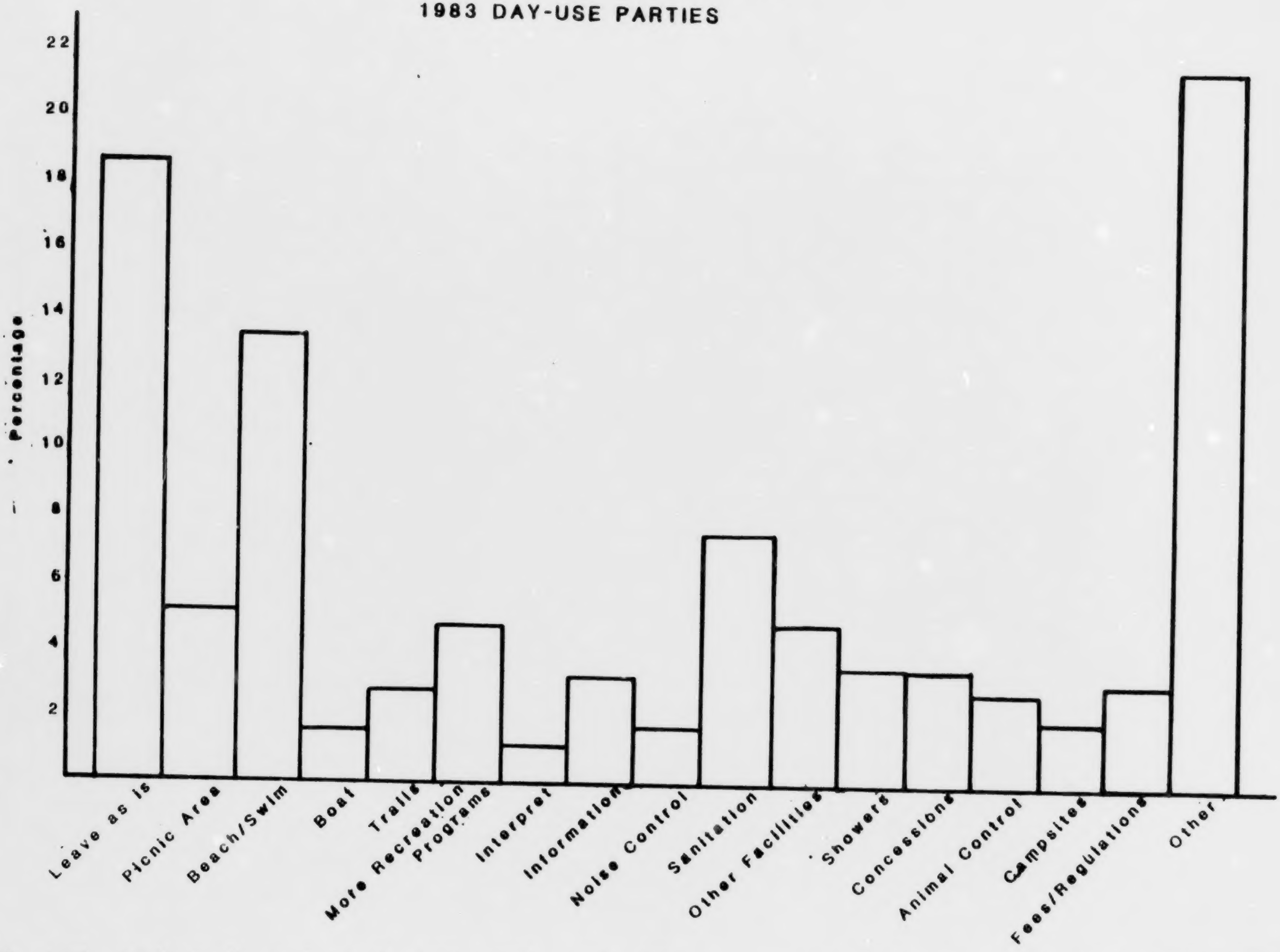


FIGURE**10** REASONS FOR ENJOYMENT OF PARK VISIT, ONTARIO PROVINCIAL PARKS, 1983DAY-USE PARTIES

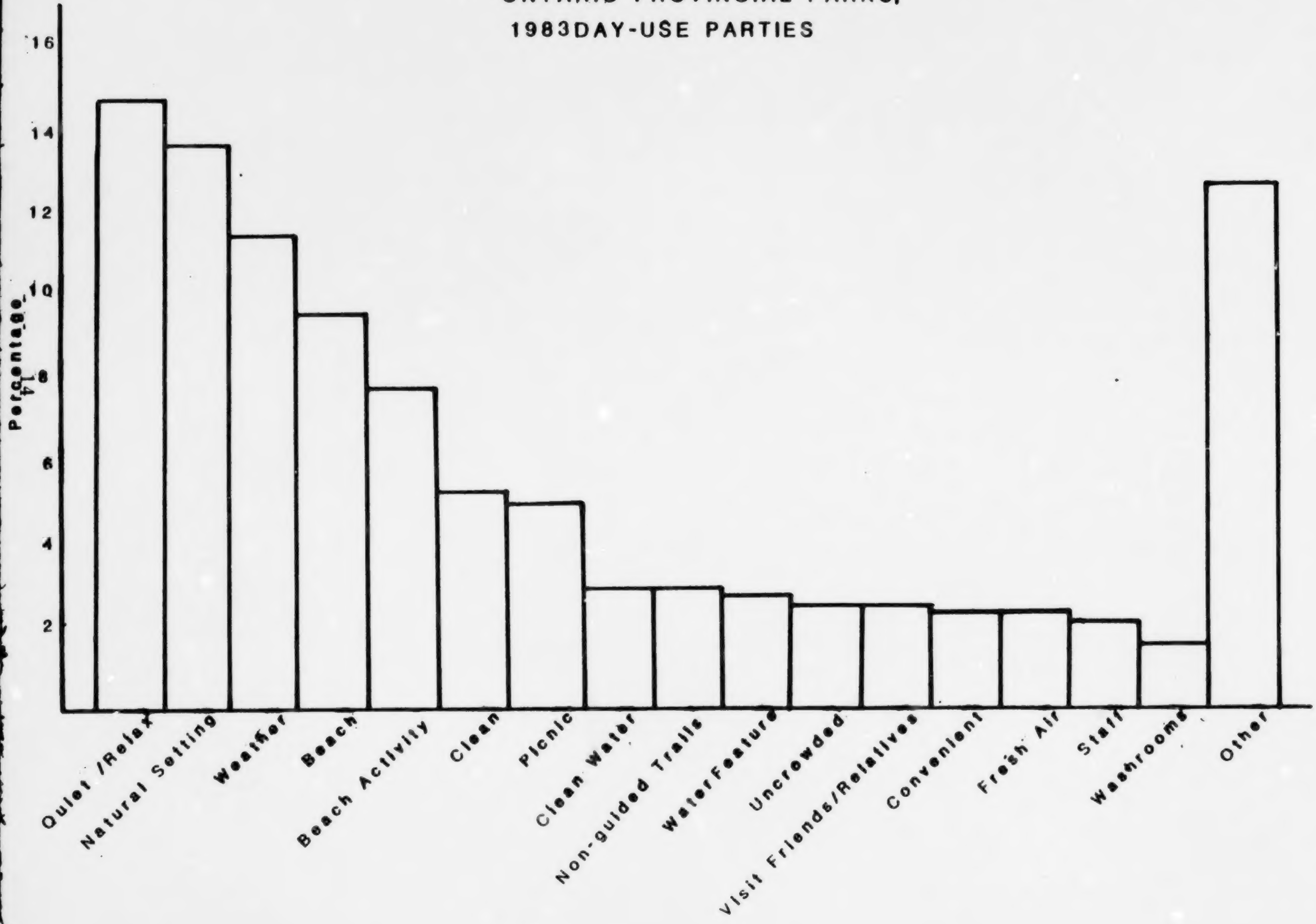
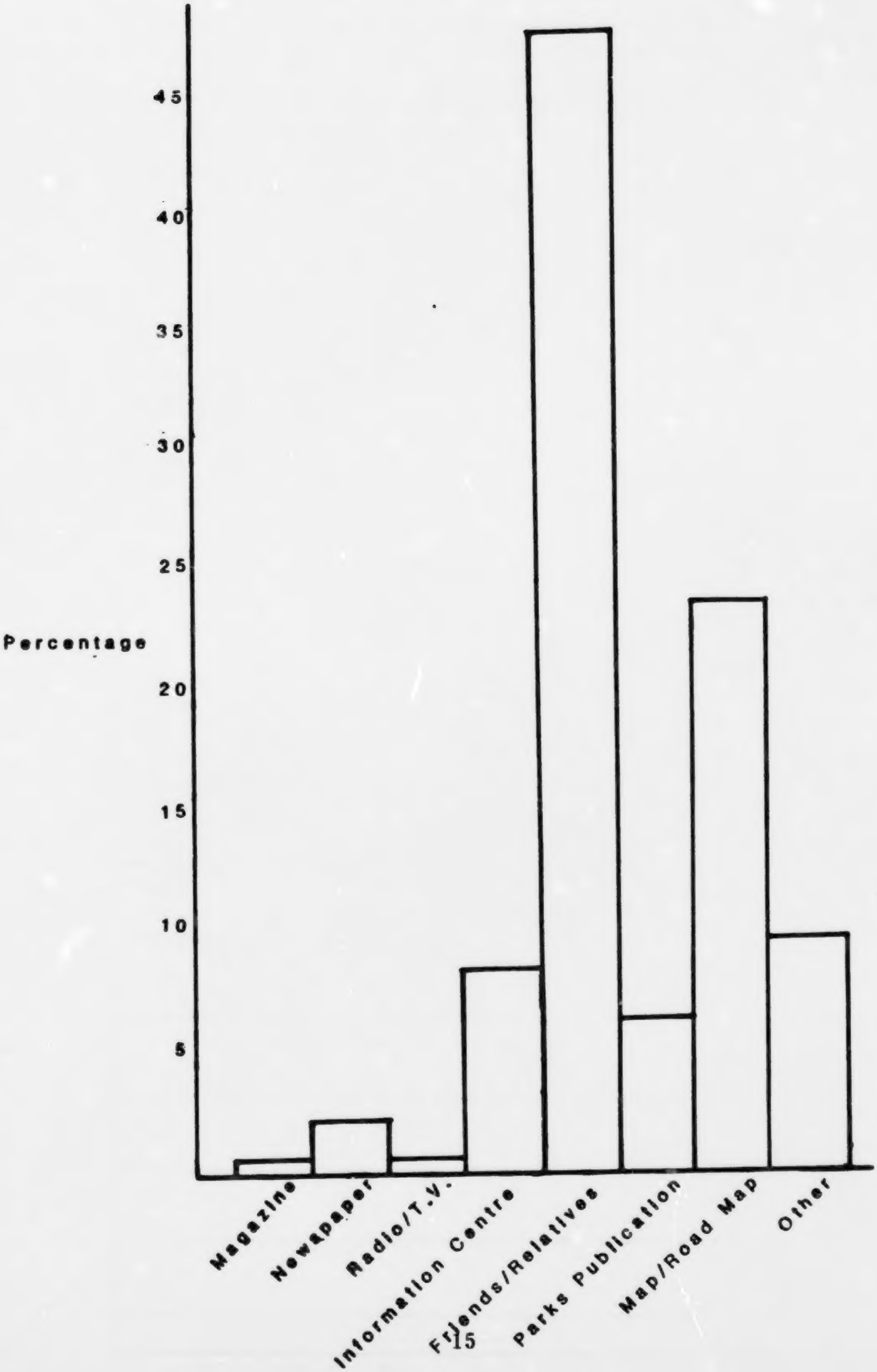


FIGURE 11 HOW VISITORS HEARD ABOUT THE PARK, ONTARIO PROVINCIAL PARKS, 1983 DAY-USE PARTIES



3. 1983 CAMPER SURVEY

1983 Camper Survey Summary

Characteristics of Campers

- half of the camper parties surveyed were of the family type, 36% were couples and just under 9% were groups of friends. The organized group type of party was less than 1% making use of the park.

- the average party size was 3.3 with the largest number of people coming in groups of 2 and 4.

- most campers fell into the 25-44 age category (39%) followed by 1-14 (28%). Senior citizen use was the lowest at 3%.

Park Use

- 43% of the campers surveyed had previously visited the park before. Of these users, 59% had visited the park last year (1982), staying an average of 7.8 nights.

- the average length of stay was 3.2 nights.

Equipment

- the tent was the most frequently used of the accommodation type equipment (44%) followed by tent trailer (23%) and travel trailer (13%). Of the campers surveyed, 17% did use a second piece of equipment, the major type being a tent.

Camper Origin

- the majority of campers surveyed were from the M.N.R. Central Region (33%), the Eastern Region made up another 10% while 17% were from the U.S. (note this is only for the parks surveyed in 1983, not the entire park system).

- 49% of the campers indicated that the park that they were surveyed at was their main destination. 68% indicated that their trip was a vacation trip as opposed to a weekend trip.

Activity Participation

- the most popular activity was relaxing followed by walking and swimming.

- motor boating and guided hikes were quite low in participation, both less than 12%.

- relaxing was the activity spent the most time doing at 35%, followed by swimming and fishing.

Expenditures

- the total average party expenditures by campers within 25 miles of the park was $107.61. Of this amount 27% was spent on fuel and transportation, 42% on food and drink, 9% on entertainment and the remaining 22% on miscellaneous expenditures.

Expenditures (Cont'd)

- it should be noted that the average expenditure for the northern parks were considerably higher than southern parks. It can be assumed the reason for this is the longer distances travelled, the northern parks were one of a number of stops enroute and generally longer stays.

Park Perception

- 16% of the campers chose to use the parks because of the convenience of the park as a stopping point, followed by the close proximity to their residence then the good facilities and recreational opportunities.
- the majority of people enjoyed their visit to the park because of the quietness and relaxing atmosphere of the park. Another major reason was the quality and type of campsites available.
- 13% of the campers indicated they would like showers added to the park to make their visit more enjoyable. 11% indicated to leave the park as is.
- of the campers surveyed, over 80% indicated they were aware of the campsite reservation service. Only 23% did make use of the service.
- when asked what improvements could be made to the reservation system, 19% indicated to allow for specific campsite reservation while over 13% indicated to leave as is.
- over 90% of the campers surveyed agreed with the policy on noise control action. 69% indicated that it was effective.

Marketing

- when asked how the camper first heard about the park, 34% of the respondents indicated that friends or relatives introduced them to the park while 29% found out from maps and road signs.
- Maps, Facilities/Services, Attractions and Operating Rates/Dates were rated in this order when asked what printed materials were important to receive prior to their visit. The ranking of printed material upon arrival at the park were maps, park activities, local attractions and then park information.

FIGURE 12 EXTENT OF PARK USAGE, ONTARIO PROVINCIAL PARKS, 1983 CAMPING PARTIES

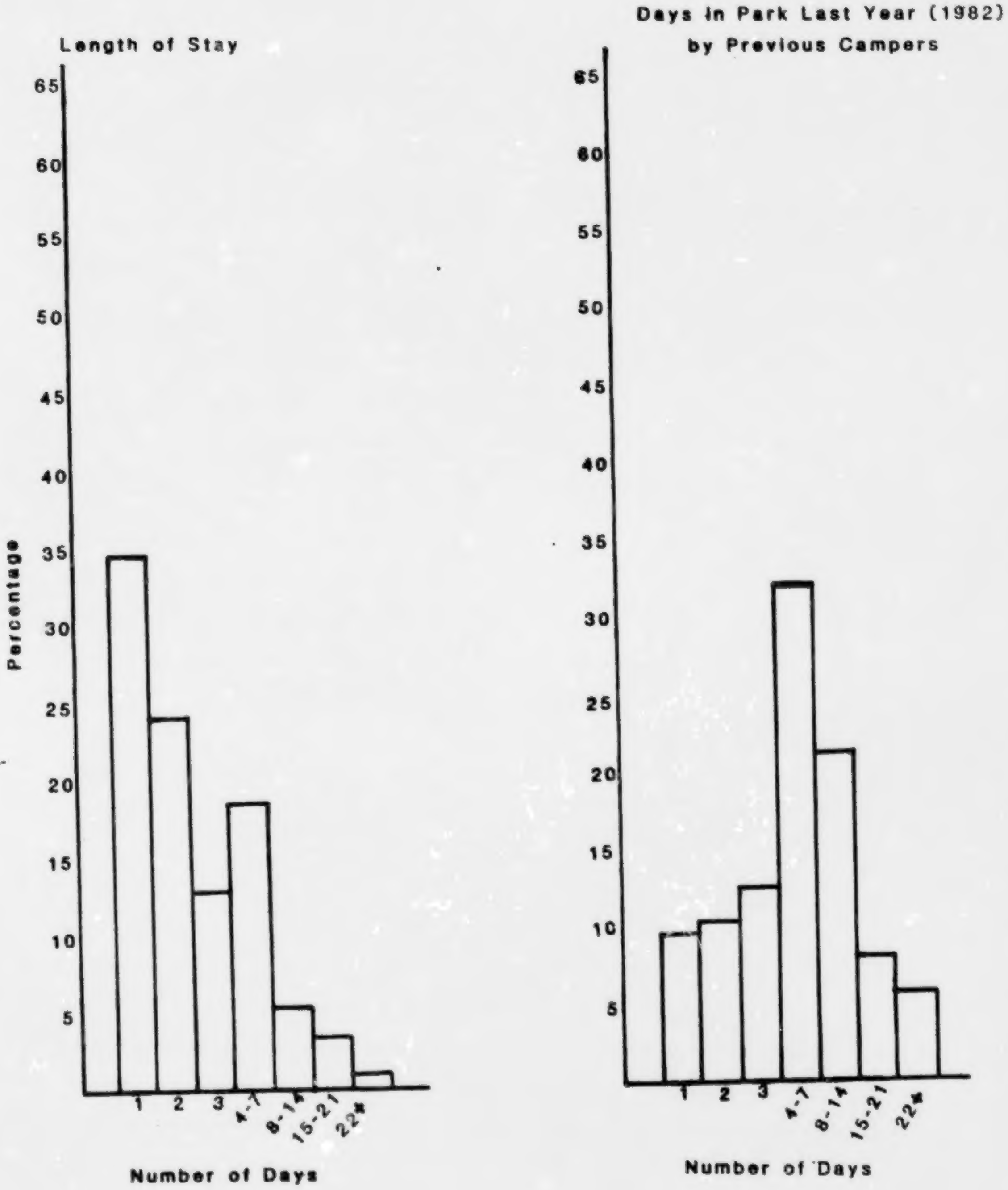


FIGURE 13 CHARACTERISTICS OF PARK CAMPERS, ONTARIO PROVINCIAL PARKS, 1983 CAMPING PARTIES

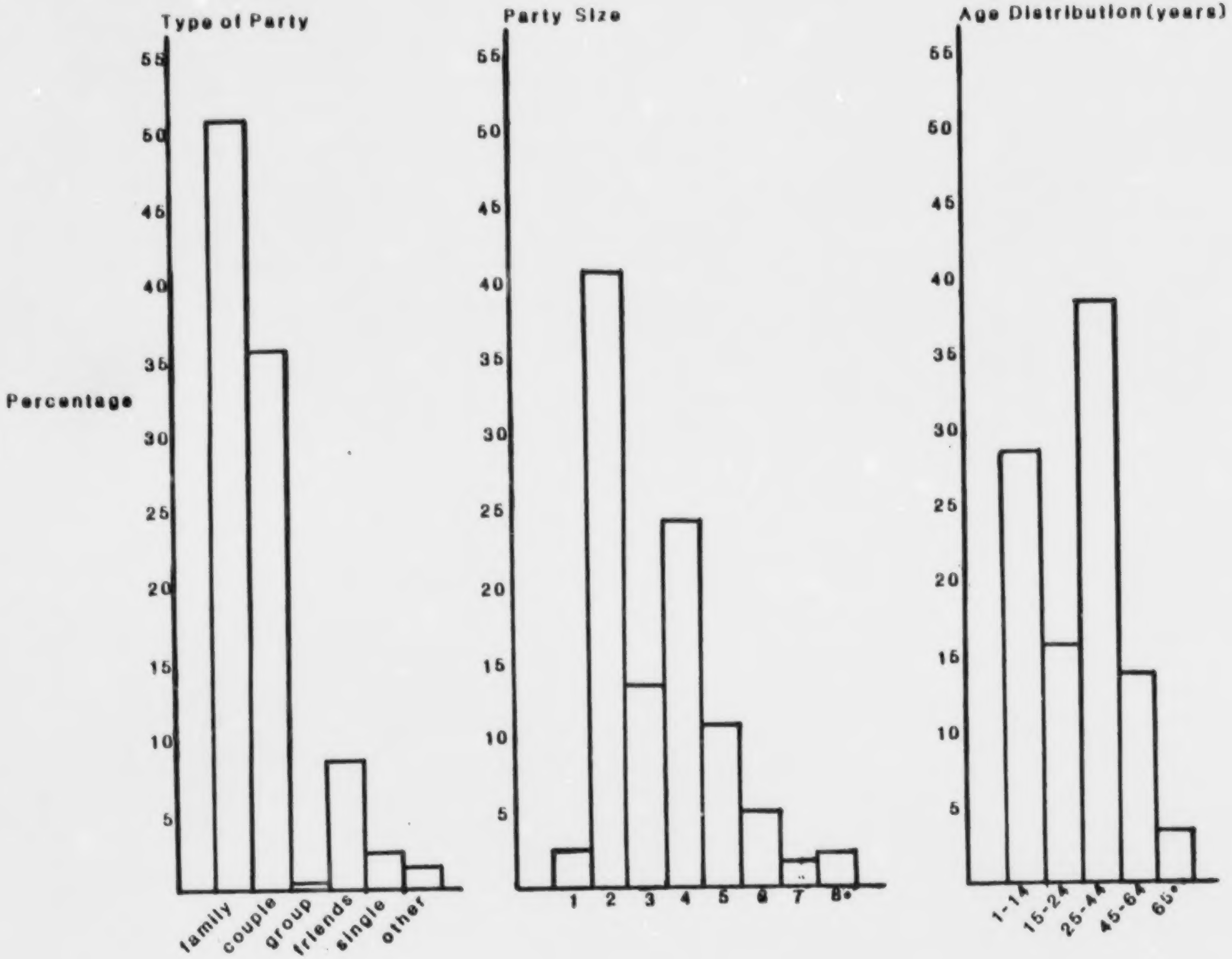


FIGURE 14 LOCATION OF PERMANENT RESIDENCE,
BY MINISTRY REGION,
ONTARIO PROVINCIAL PARKS,
1983 CAMPING PARTIES

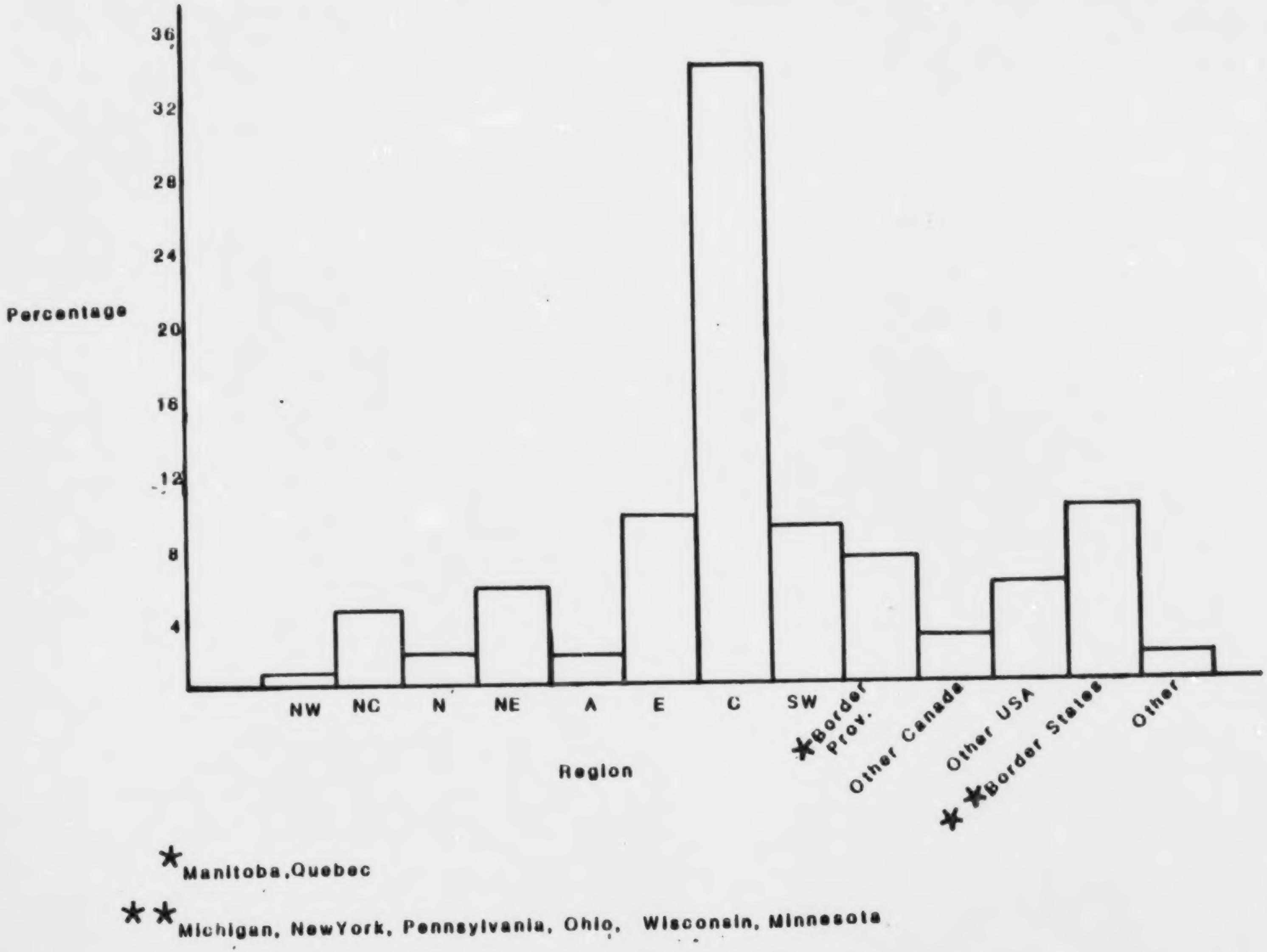


FIGURE 15 TYPE OF EQUIPMENT USED, ONTARIO PROVINCIAL PARKS, 1983 CAMPING PARTIES

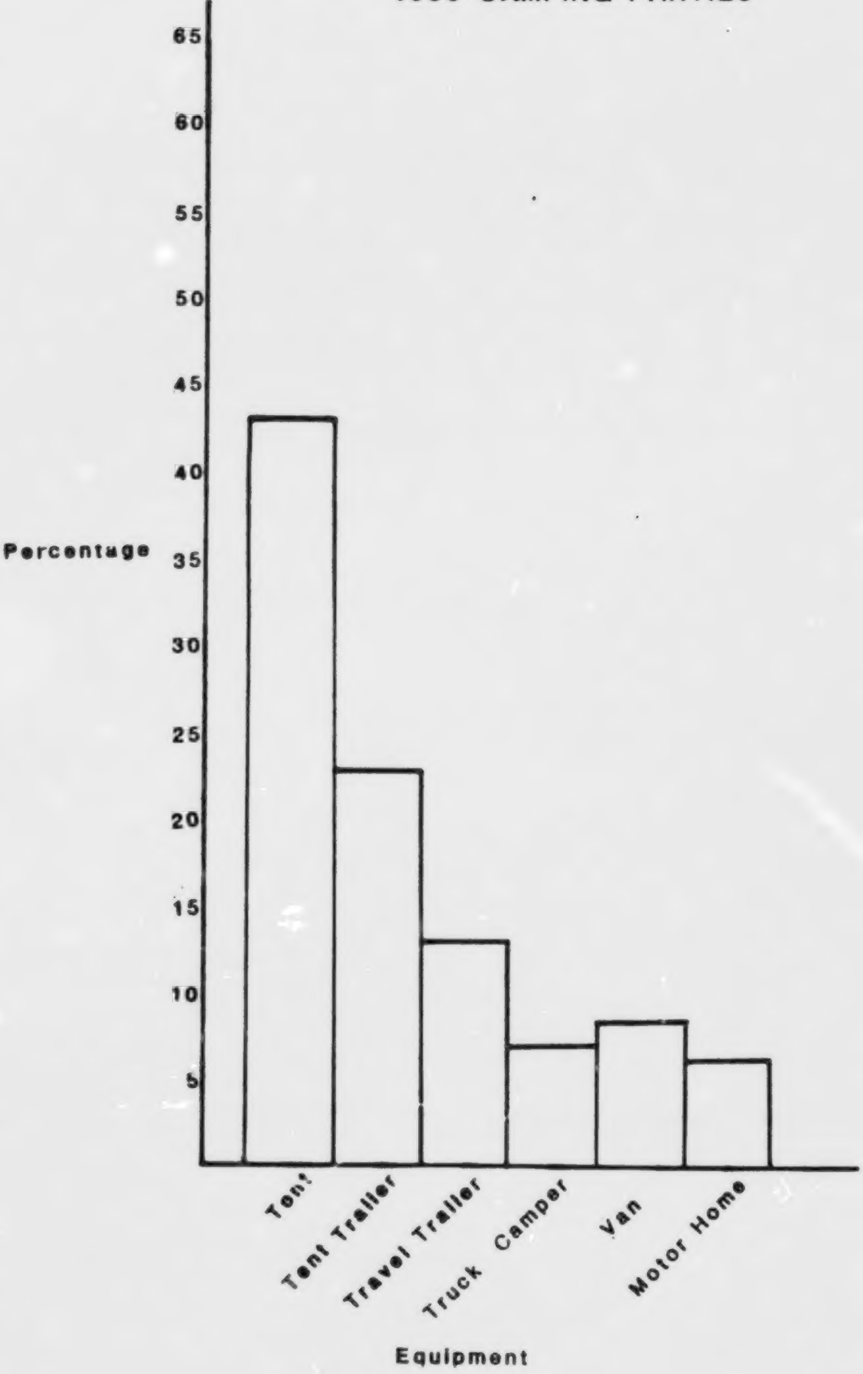


FIGURE 16 PAR..CIP IO AT F SE CT RE LA

ONTARIO PROVINCIAL PARKS

1983 CAMPING PARTIES

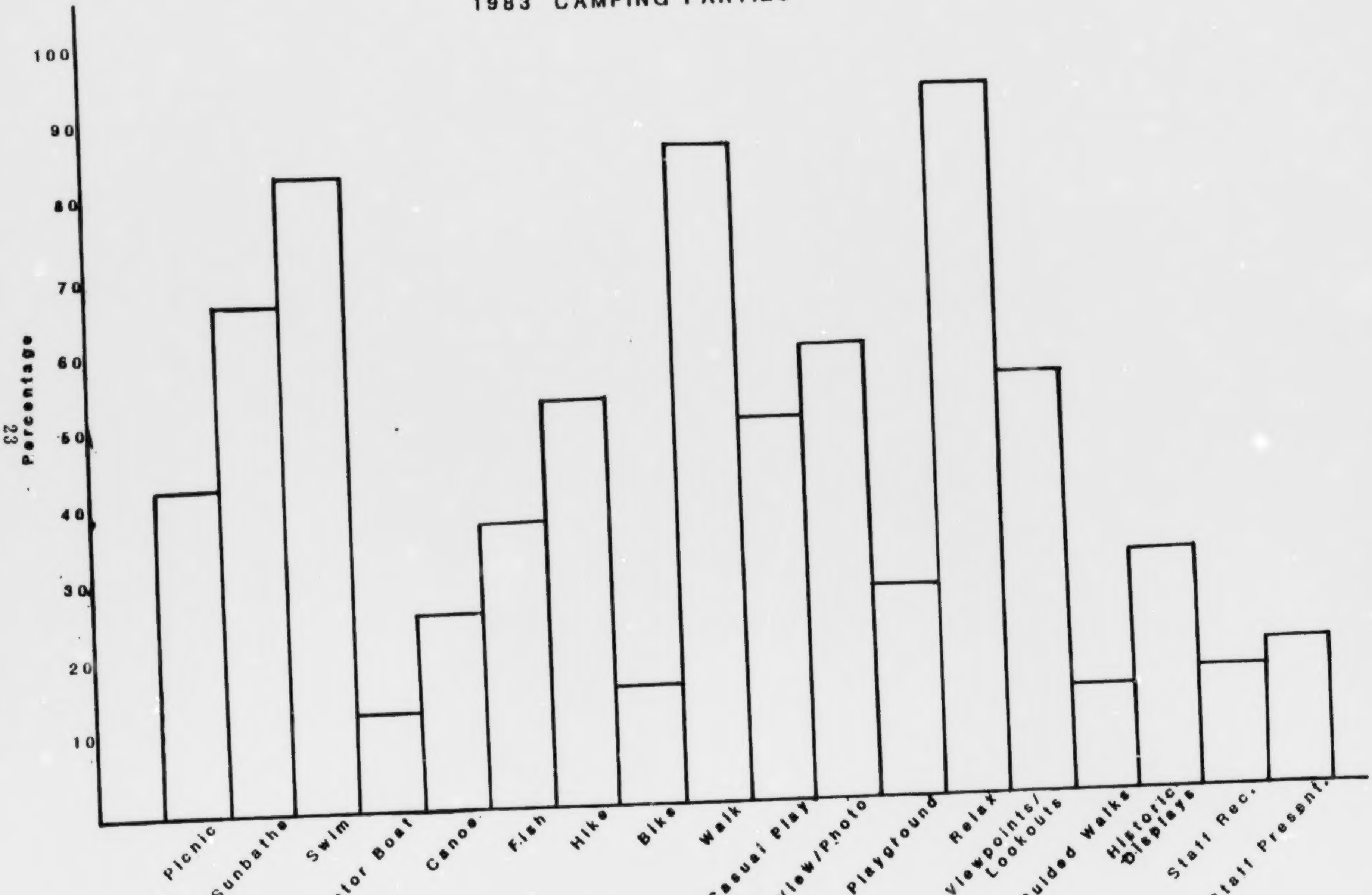


FIGURE 17 ACTIVIES SPENT MOST TIME DOING, ONTARIO PROVINCIAL PARKS, 1983 CAMPING PARTIES

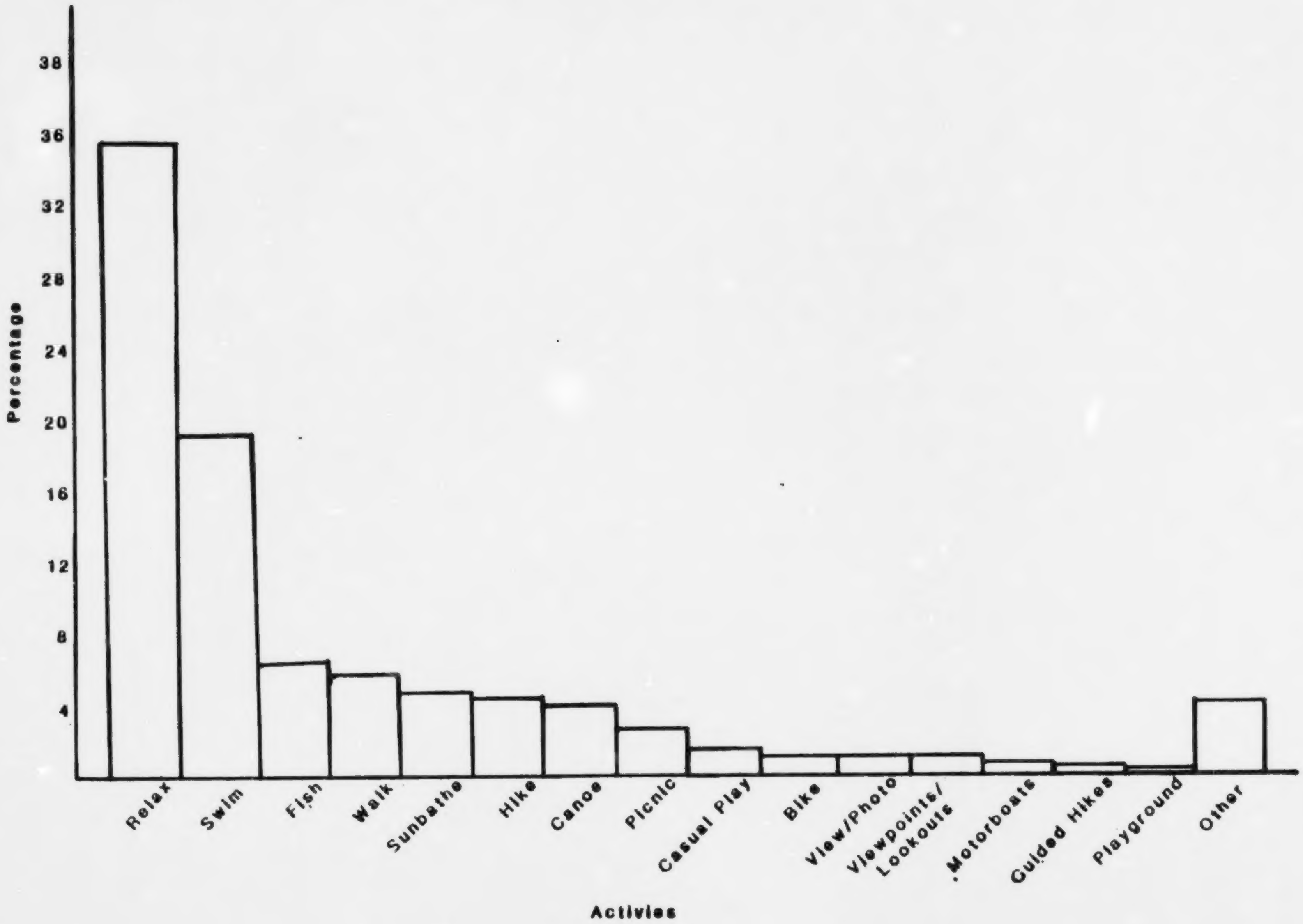
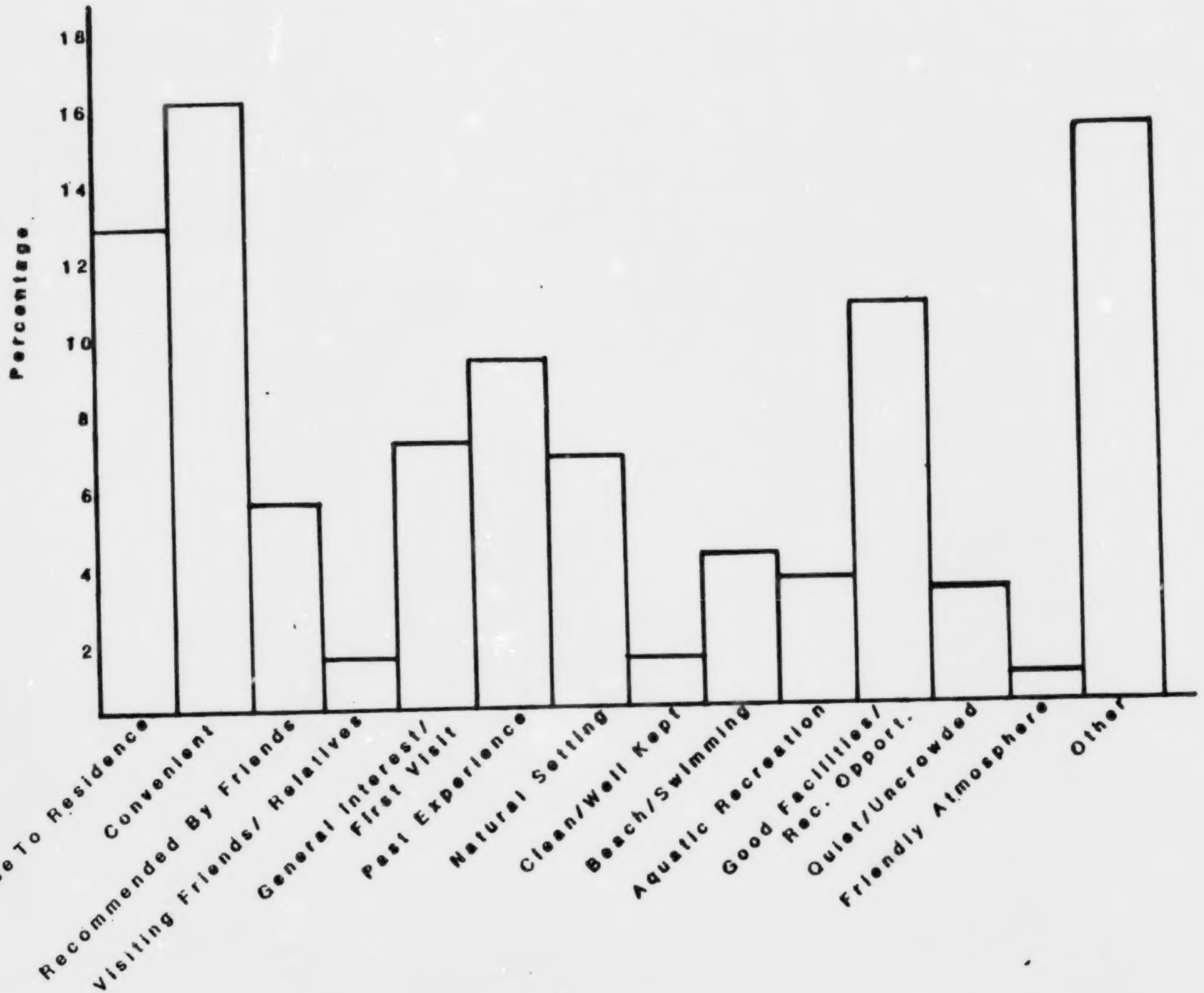


FIGURE 15 REASONS FOR CHOOSING PARKS,
ONTARIO PROVINCIAL PARKS,
1983 CAMPING PARTIES



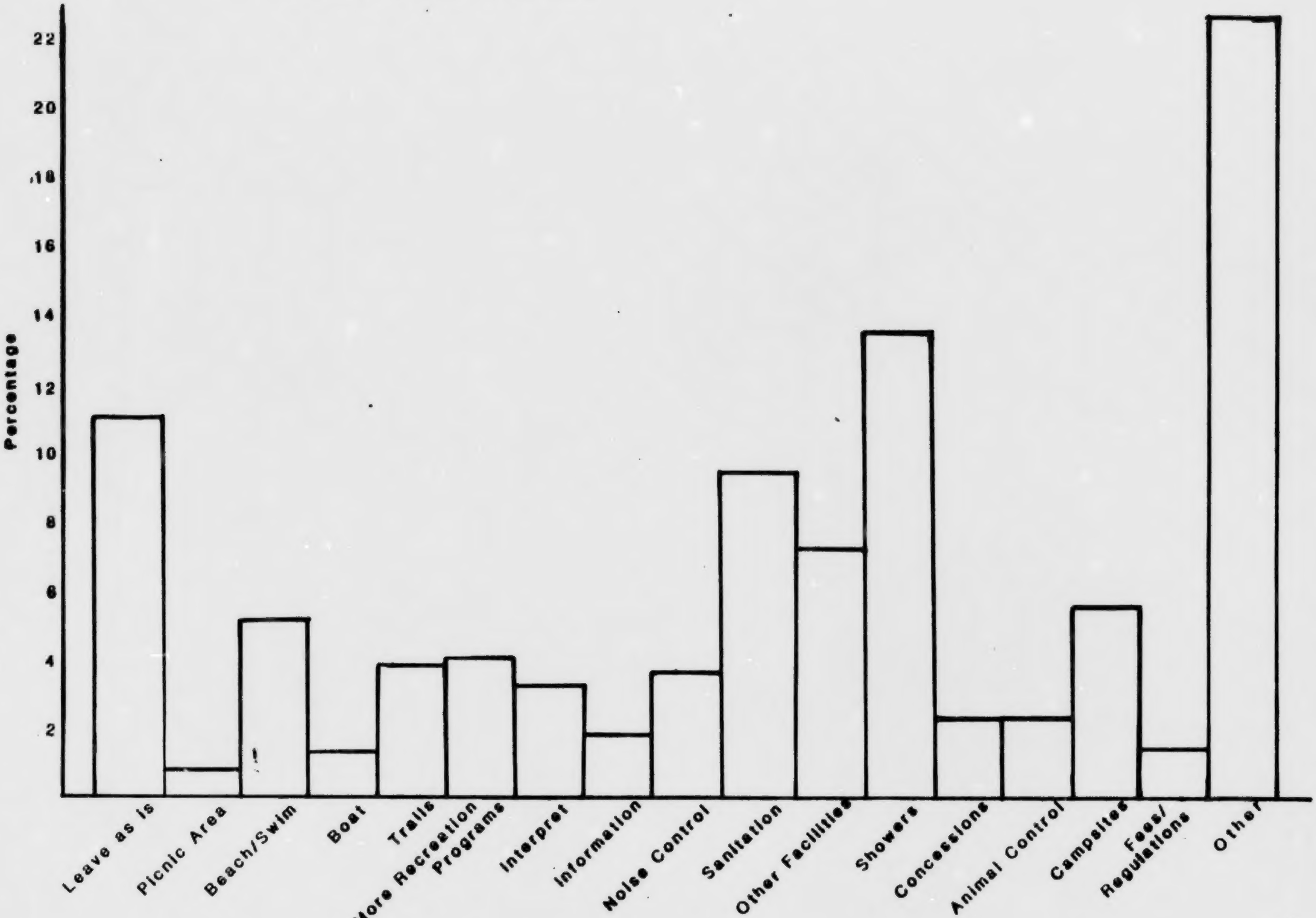


FIGURE 19 RECOMMENDED IMPROVEMENTS TO THE PARK
ONTARIO PROVINCIAL PARKS
1983 CAMPING PARTIES

FIGURE **20** REASONS FOR ENJOYMENT, ONTARIO PROVINCIAL PARKS, 1983 CAMPING PARTIES

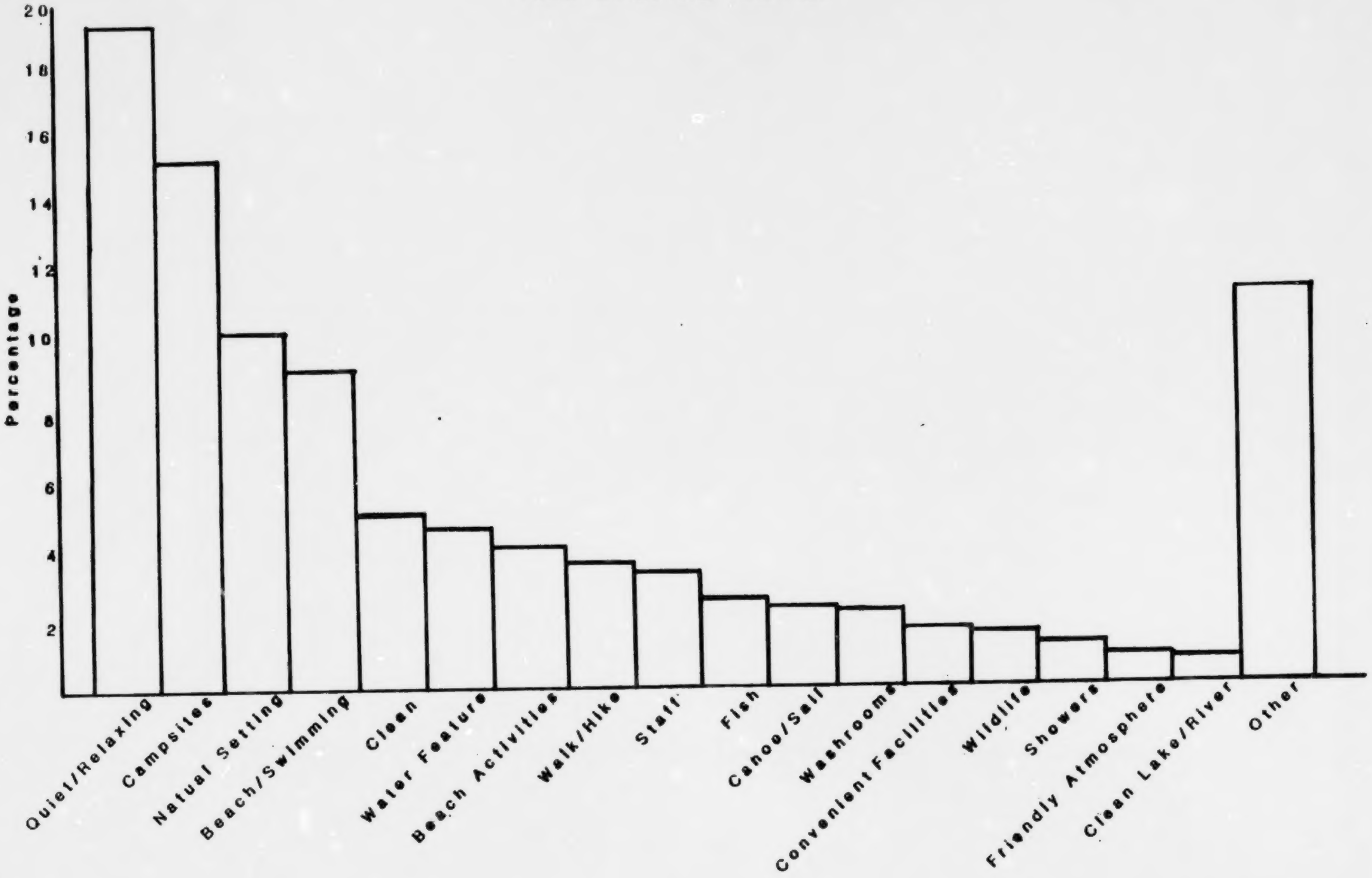
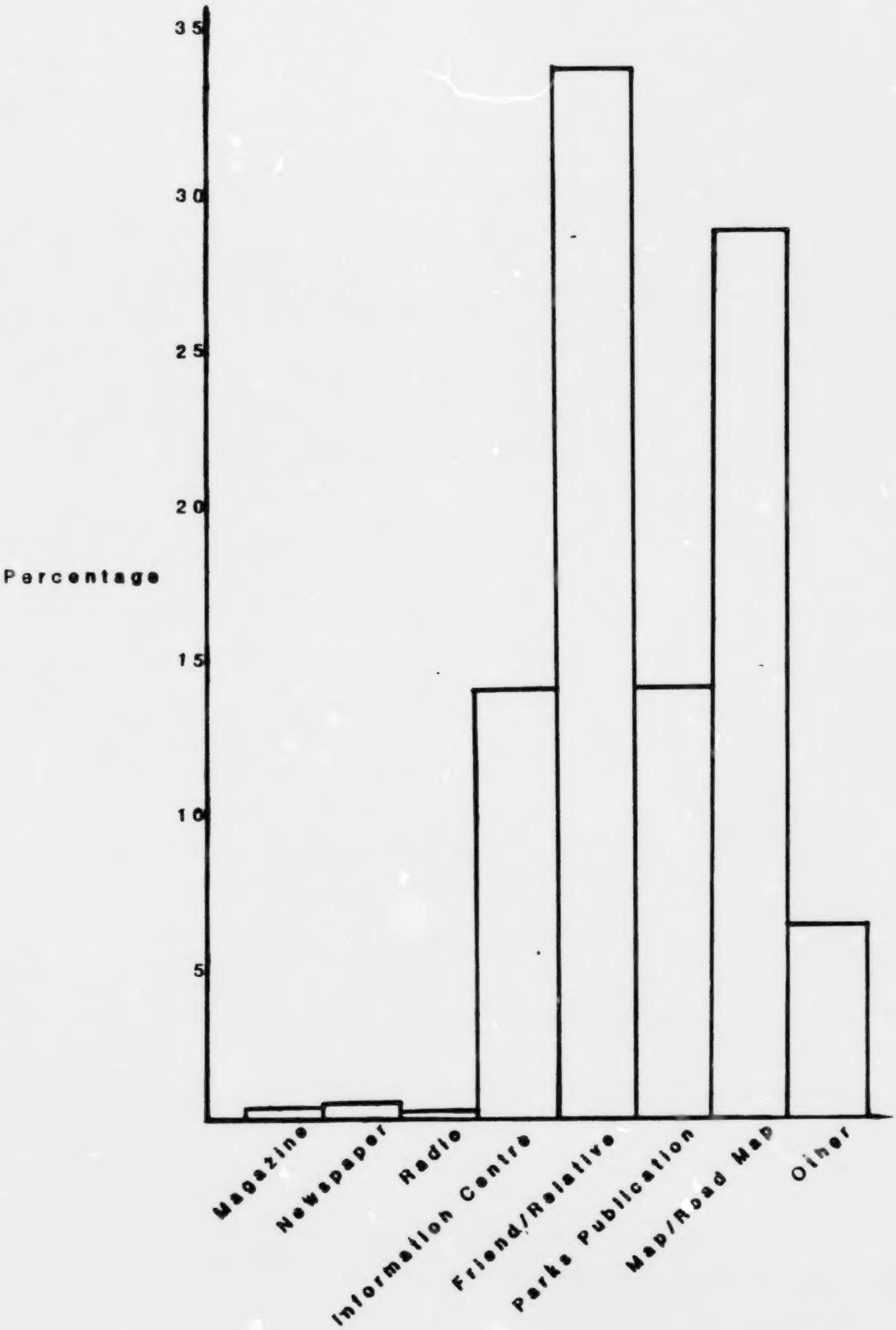


FIGURE 21 HOW CAMPERS LEARNED OF THE PARK, ONTARIO PROVINCIAL PARKS, 1983 CAMPING PARTIES



AWENDA (1983)

(comparison with a previous year not available)

DAY USE

Users - Users were mainly families (48%) or couples (31%), with a fair number of groups of friends (14%). There were also a relatively high number of singles (5%).

- 36% of the parties were groups of 2 persons, and groups of 3 and 4 were next at 19% each.

- Half the day users were between the ages of 25 and 44, and 27% were in the age group 1-14.

Extent of Use

- 34% had visited the park previously.

- 64% of these previous visitors visited the park in 1982, and spent an average of 2.7 days in the park that year.

- The average time spent in the park per visit was 5.8 hours.

- 41% were staying at a provincial campground while visiting the park, and a fair number were staying with friends or relatives.

Activities and Use of Facilities

- There was a greater than 90% participation rate for relaxing, sunbathing and swimming.

- The majority of users also participated in the following activities while visiting the park: viewing and photographing and picnicking.

- The lowest participation rates were for motor boating, canoeing, hiking and biking.

- People spent most time swimming, relaxing or sunbathing, and enjoyed the park mostly for the beach, the natural setting, and the weather.

- A number of people also said they found the park uncrowded, the staff friendly, and the water clean.

Recommended Improvements

- 11% thought the park should be left as is.

- Areas recommended most for improvement were sanitation and other facilities.

Why Choose Park

- The major reasons for choosing the park were because it was close to the visitor's residence, it was recommended by friends, general interest, it's natural setting and because it was quiet and uncrowded.

Expenditures

- The total average expenditure per party within 25 miles of the park was $57.00.

- 28% of this was spent on fuel and transportation, 46% on food and drink, 6% on entertainment, and 20% on miscellaneous items.

Market Area

- 90% of the visitors were from the Central Region of Ontario. A few were from border provinces, border states, other U.S.A., and the eastern region of Ontario.

Marketing Information

- A newspaper and a map or road sign were the two most important ways people heard about the park. Friends or relatives were also important, and a fair number heard about it from a parks publication or an information centre.

- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, attractions, facilities and services, operating dates/rates, and other.

- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park information, local attractions, park activities, and other.

CAMPERS

Users- The majority of campers were families. Couples were next (31%) and then groups of friends (9%).

- The average party size was 3.3 people, with most being in parties of 2 or 4, and in the age groups 25-44 and 1-14. There were relatively few over the age of 45.

Extent of Use

- 29% had visited the park previously, and 59% of these previous visitors visited the park in 1982, spending an average of 6.7 days in the park that year.

- 90% of those who visited the park in 1982, camped in the park that year.

- The average length of stay per visit to the park was 3.5 nights.

- The park is mainly a destination park, with 58% using it during a vacation trip, and 41% for a weekend trip.

Activities and Use of Facilities

- There was a greater than 80% participation rate for sunbathing, swimming, walking and relaxing.
- The majority of campers also participated in the following activities while in the park: picnicking, hiking, casual play, viewing and photographing, and visiting viewpoints or lookouts.
- Participation rates were lowest for motor boating and using playground facilities.
- People spent most time relaxing, swimming or sunbathing, and enjoying the park mainly for the campsites, the quiet/relaxing atmosphere and the beach/swim area.
- 94% were aware of the reservation system, and 46% had previously used it.
- 90% agreed with noise control action, and 78% thought it was effective.

Camping Equipment Used

- 61% had a tent as their major piece of equipment, and 24% had a tent trailer. Very few had a travel trailer, a truck camper or a motor home.
- 17% had a second piece of equipment which was mainly a tent or a van.

Recommended Improvements

- 9% think the park should be left as is.
- Major areas recommended for improvement were the trails and other facilities.
- 21% thought the reservation system should be left as is.
- Recommended improvements were to allow for the reservation of specific campsites and to have more sites available.

Why Choose Park

- The major reasons for choosing the park were general interest, because it was close to the visitors residence, and for the good facilities/recreation opportunities.

Expenditures

- The total average expenditure per party within 25 miles of the park was \$107.00. 25% of this was spent on fuel and transportation, 44% on food and drink 12% on entertainment, and 19% on miscellaneous items.

Market Area

- 70% were from the central region of Ontario, and a fair number were from the south-west region and border states.

Marketing Information

- Most people heard about the park from friends or relatives or from a parks publication. A fair number also heard about it from a map or road sign, or an information centre. A few heard about it from a newspaper.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, facilities and services, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park activities, local attractions, park information, and others.

BONNECHERE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	69.4	15.4	0.8	13.5	1.0	0.0	1.0	14.8	16.4	30.6	17.7	6.9	5.9	6.8
83	64.9	16.2	3.6	11.7	1.8	0.9	0.9	20.2	8.3	28.4	24.8	9.2	2.8	5.5

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
76	0.6	7.3	9.0	8.4	22.3	15.2	37.0		35.6	19.4	30.8	10.7	3.5
83	3.9	5.8	3.9	14.6	18.4	16.5	36.9		29.6	24.1	32.3	10.8	3.1

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
76	77.3	22.7	19.7	80.3	43.5	3.9	26.4	1.6	0.0		3.9	28.8
83	74.1	25.9	28.8	71.2	39.6	12.3	16.0	0.9	0.0		0.9	30.2

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/Swim	Water Feature	Trails	Weather	Uncrowded	Other
76													

DAY USE

BONNECHERE	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hike	Bike	Casual Play	Present- ations	Play- ground	Relax	Viewpoin	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
76	76.7	75.0	13.4	11.2	6.3	3.9	2.3	51.2		8.9	57.1	2.6	1.9	1.3	0.0	5.4		3.0
83	90.6	97.1	10.5	10.8	10.6	16.5	3.6	67.0		17.9	91.0	9.6	3.7	4.9	6.1	23.8		*153.8

*includes sunbathing and unguided walks for '83

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
76	33.0	3.1	1.6	7.9	1.6	5.8	5.0	8.4	16.8	2.2	5.6	2.9		6.2	95.3	0.9	0.7	3.1
83	34.2	5.4	9.0	2.7	2.7	4.5	2.7	8.1	0.0		4.5	3.6		10.8	96.9	2.1	1.0	0.0

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret- ive	Inform- ation	Noise Control	Sanit- ation	Concess- ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
76	22.9	2.1	4.6	0.1	12.5	1.3	0.4	6.7	14.1	11.7		4.1	4.6		6.3	7.1
83	27.8	3.1	6.2	1.0	6.2	0.0	1.0	1.0	10.3	5.2		2.1	2.1		2.1	32.0

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	~~Fuel and Transportation~~	Food and Drink	Entertainment	Miscellaneous
76				
83				

PERMANENT RESIDENCE BY COUNTY

BONNECHERE	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.4
83	0.00	0.00	1.03	0.00	0.00	1.03	0.00	0.00	0.00	0.00	1.03	1.03	0.00	0.00	0.00	0.00	0.00	1.03

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.0	0.0	0.0	1.2	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.8	83.5	0.0	0.8	0.0	0.0	6.1
83	0.00	0.00	0.00	4.12	1.03	0.00	0.00	0.00	0.00	0.00	0.00	1.03	76.29	0.00	1.03	0.00	0.00	6.19

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.0	0.0	0.0	0.6	0.0	0.0	0.0
83	0.00	0.00	0.00	1.03	-	0.00	0.00	0.00	1.03	0.00	0.00	-	0.00	0.00	0.00	0.00

BONNECHERE	PREVIOUS VISIT TO PARK		VISITED PARK LAST YEAR		CAMP IN PARK LAST YEAR		CAMPING EQUIPMENT USED						ORIGIN			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
76	50.3	49.7			63.5	36.5	52.0	35.3	11.2	7.6	5.4	1.2	91.7	3.5	3.1	1.7
83	47.9	52.1			92.9	7.1	62.5	26.3	12.3	4.3	8.5	6.1	91.2	5.0	1.9	1.9

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
76	26.1	76.1	21.6	24.5	39.8	19.1	7.0	49.9	6.3	68.9	19.4	1.1	9.1	1.3	26.1	0.9	4.7
83	40.4	95.7	14.8	42.5	46.3	18.2	16.0	64.1	18.1	95.7	29.0	9.7	13.2	10.5	59.6	7.0	*171.9

*includes walking and sunbathing for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/Swim	Aquatic Rec.	Other Rec.	Quiet	Other
76	12.5	7.6	10.7	2.8	4.9	6.7	6.8	4.6	10.3	5.9	0.0	4.8	22.9
83	9.0	11.0	6.5	2.5	10.5	8.5	7.0	1.5	12.0	5.0	8.5	3.5	14.5

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/Regulation	Other
76	9.1	0.8	3.2	4.9	5.9	8.7	1.9	1.9	15.6	19.6	14.2		1.7		7.1		5.4
83	12.2	0.5	1.1	1.1	5.9	6.4	3.7	0.0	2.7	14.4	5.3		1.1		3.7		42.1
83	12.2	0.5	1.1	1.1	5.9	6.4	3.7	0.0	2.7	14.4	5.3		1.1		3.7		*42.1

BONNECHERE	KPEI URE % o tal era expe tur WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	0.9	0.0	0.0	0.4	0.6	0.9	0.0	0.3	0.4	0.0	0.5	0.6	2.5	0.4	1.3	2.0	1.1	0.9
83	0.63	0.00	0.00	0.00	0.63	0.00	0.63	0.63	0.63	0.00	0.63	1.26	1.26	1.26	4.40	1.26	1.89	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)																		
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.0	0.7	2.2	7.0	5.7	0.4	0.2	0.0	0.7	0.5	0.0	1.2	29.7	0.0	1.5	0.7	1.1	23.2
83	0.00	0.63	1.26	8.81	3.14	0.63	1.26	0.00	0.63	0.00	0.00	1.89	25.16	0.00	1.89	2.52	1.26	23.90

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.8	0.0	0.5	1.0	0.0	0.0	0.5	0.3	0.4	0.0	0.2	0.0	0.6	0.0	0.0	0.0
83	1.89	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00

BONNECHERE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	59.1	25.8	0.5	13.0	1.0	0.7	1.0	31.3	13.6	28.5	13.2	7.8	1.8	2.8
83	61.8	26.1	0.0	6.7	1.8	3.6	0.6	31.3	17.8	28.8	11.0	8.0	1.8	0.6

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
76	33.5	19.2	35.6	9.3	2.3			45.8	49.2	5.0			
83	30.3	17.3	38.8	11.9	1.7			27.9	69.7	2.4			

	ACTIVITY SPENT MOST TIME AT										
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
76	1.1	32.3	2.1	5.0	7.7.	1.4	1.7	0.6	10.6	31.4	0.9	5.3
83	1.9	32.5	1.9	9.6	7.0	1.9	0.6	0.6	2.5	26.8	0.0	14.7

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other

BONNECHERE (1983)

DAY USE

Users

- The majority of users are families (65%); groups of 4 and 5 persons (at over 25% each); age groups 25-44 and 1-14.
- Families have decreased by only 4% since 1976.
- Age group 1-14 has decreased by 6% over the past 7 years causing an increase of 5% in those 15-24.
- Groups of 2 and 5 persons have increased over the 7 year period and groups of 3 persons have decreased.
- Day visitors are primarily families of 4 and 5 members comprised of the age groups 25-44 and 1-14.

Extent of Use

- 74% of the visitors had visited the park previously representing a decrease of 3% since 1976. 85% of these previous visitors visited the park last year.
- Previous visitors spent an average of 6.4 days in the park in 1982.
- 37% spent 6 or more hours in the park per visit. This figure has not changed since 1976,
- People spend an average of about 5 hours in the park per visit.

Activities and Use of Facilities

- There is a greater than 80% participation rate for the following activities—relaxing, picnicking, sunbathing and swimming.
- The majority of visitors participate in the following activities: casual play and walking.
- Compared to most parks, relatively few people visit viewpoints, historic displays or attend staff presentations.
- Participation in motor boating has declined since 1976.
- Participation rates for most other activities have increased since 1976.
- 40% of visitors said they spent most time swimming.
- Many said they spent most time picnicking, sunbathing or relaxing. The figures show a decrease of 10% for relaxing and an increase of 8% for picnicking.
- Visitors participate in an average of 5.4 activities while visiting the park.
- Visitors enjoy the park for its quiet/relaxing atmosphere and for the beach.

Recommended Improvements

- 28% feel the park should be left as is.
- Major concerns are for sanitation and showers.
- Minor concerns are for the beach/swim area, more recreation programs and concessions.
- Most concerns have decreased since 1976.

Why Choose Park

- The greatest reason visitors chose the park is because it is close to their residence.
- Other reasons are because it was recommended by friends or because it is clean and well kept.
- 0.0% said they chose the park for its beach/swim area; however, in 1976 17% said they chose it for this reason.
- Other reasons for choosing the park have stayed relatively constant since 1976.

Expenditures

- The total average expenditure per party within 25 miles of the park is $42.00. 29% of this was spent on fuel and transportation, 51% on food and drink, 5% on entertainment and 16% on miscellaneous items.

Market Area

- 76% of the day visitors are from the Algonquin region of Ontario.
- A few are from the eastern and central regions of Ontario.

Marketing Information

- The majority of people heard about the park through friends or relatives.
- Also of importance are maps or road signs and information centres.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.
- Relative to other parks, visitors seem to place a higher importance on a list of park facilities and services prior to visiting the park.
- The ranking of importance of printed material upon arrival at the park is: maps, park activities, local attractions, park information and other.
- Visitors place a fairly low importance on printed material about history and nature.

CAMPERS

Users - The majority of users are families, parties of 2 and 4 persons, age groups 25-44 and 1-14 years.

- Families have increased by 3% and groups of friends have decreased by 6% since 1976.

Extent of Use

- 48% said they had visited the park previously, showing no significant change since 1976.

- 55% of the previous visitors visited the park in 1982 and 93% of those who visited in 1982 camped in the park that year.

- Previous visitors spent an average of 7.1 days in the park in 1982.

- The average length of stay in the park per visit in 1983 was 3.8 nights.

- An increasing number of people are using the park for vacation trips rather than weekend trips. 70.1 said they used the park for a vacation trip which shows a 20% increase since 1976.

Activities and Use of Facilities

- There is a greater than 80% participation rate for the following activities: sunbathing, swimming, walking and relaxing.

- The majority of campers also participate in the following activities: casual play and viewing/photographing.

- In comparison to other parks, canoeing and fishing are also of importance.

- Participation rates for motor boating have decreased over the past 7 years, and those for all other activities have increased.

- 33% of the campers said they spent most time swimming and 27% spent most time relaxing. These figures are similar to those for 1976.

- Campers enjoy the park for its beach/swim area, its campsites and quiet/relaxing atmosphere.

- 76% said they were aware of the park reservation system and 23% had previously used the system.

- 91% agree with noise control action and 75% feel it is effective.

Camping Equipment Used

- The greatest number of people used a tent for camping at 47%. The next most important piece of equipment was a tent trailer.

- 23% of the campers used a second piece of equipment. This second piece was usually a tent and sometimes a van.

- Since 1976, more people are using tents, vans and motor homes, and less are using tent trailers and truck/campers.

Recommended Improvements

- 12% recommended leaving the park as is showing a 3% increase since 1976.
- Other major areas of concern are for sanitation and showers.
- Many would like to see trails improved, more recreation programs, and other facilities.
- Most areas of concern have shown a decrease since 1976, showing campers are more satisfied with the existing facilities.
- 10% feel the reservation system should be left as is, 13% think it should be discontinued and 13% feel it should allow for the reservation of specific campsites.

Why Choose Park

- Major reasons for choosing the park are: convenience, out of general interest and for the beach/swimming area.
- Choosing the park for convenience, general interest and for its recreation activities have increased over the past 7 years.
- Reasons of it being close, recommended or clean and well kept have decreased.

Expenditures

- The total average expenditure per party within 25 miles of the park is $118.00. 26% of this was spent on fuel and transportation, 44% on food and drink, 14% on entertainment and 17% on miscellaneous items.
- This represents a 12% decrease in the amount spent on food and drink, a 3% increase in that spent on entertainment and a 10% increase for miscellaneous items.

Market Area

- Most campers are from the Algonquin, Eastern and Central regions of Ontario.
- 91% are from Ontario, and 5% from other Canada. A few are from the U.S.A.
- The percentage distribution of campers from Ontario, other Canada and U.S.A. has remained fairly constant since 1976.

Marketing Information

- Most people heard of the park through friends or relatives or from a map or road sign.
- The ranking of importance of printed material prior to visiting the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- Relative to other parks, campers place a fairly low importance on a list of facilities and services prior to visiting the park.

Marketing Information (cont'd)

- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, local attractions, park information and other.

- Most people have neutral to fairly unimportant responses when asked about the importance of printed material relating to history and nature upon arrival at the park.

BRONTE CREEK	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	71.5	9.4	2.5	12.4	0.8	3.3	0.8	11.8	13.1	26.3	17.9	10.1	5.6	14.5
83	69.6	11.8	1.9	14.3	0.6	1.9	0.7	15.0	14.4	34.0	17.0	9.2	4.6	5.2

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	5.2	17.2	23.8	21.3	13.9	10.2	8.4		47.9	8.9	33.6	6.9	2.7
83	1.4	5.4	12.2	20.9	20.9	19.6	19.6		49.8	7.8	35.2	4.2	3.0

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	60.3	39.7	0.9	99.1	12.6	9.3	10.0	8.5	3.9		0.7	55.0
83	80.4	19.6	5.5	94.5	31.6	13.9	10.1	1.9	0.0		0.0	42.5

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	8.1	2.2	0.8	0.7	0.5	9.8	5.3	1.8					70.8
83	29.9	0.0	0.0	2.7	1.1	3.8	4.9	0.0					57.5
83	29	0.0	0.0	.7	.1	8	[illegible]						57.

BRONTE CREEK	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hik	Bike	Casual Play	Present- ations	Play- ground	Relax	Viewpoin	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
77	62.0	20.9	0.2	0.0	2.6	23.5	12.3	33.0	8.8	53.8	43.8	27.5	3.4	36.1	1.9	11.5		
83	78.8	71.5	0.0	0.7	31.0	1.5	12.8	45.9	10.2	67.3	74.7	33.3	10.9	47.9	5.1	49.7		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	38.2	1.7	10.9	1.0	4.4	3.1	3.1	0.7	0.5	0.4	8.3	0.4		27.3	93.2	1.0	2.7	3.1
83	57.8	0.6	2.4	0.6	2.4	1.8	1.2	3.0	0.0		12.0	0.6		8.4	99.4	0.7	0.0	0.0

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret- ive	Inform- ation	Noise Control	Sanit- ation	Concess- ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	10.2	2.3	12.9	7.4	14.6	0.8	6.4	1.4	8.2	5.6			0.7		12.0	17.5
83	14.9	5.3	5.3	2.6	4.4	0.0	5.3	0.0	4.4	4.4			0.0		1.8	51.8

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	33	44	5	19
83	34	44	11	11

PERMANENT RESIDENCE BY COUNTY

BRONTE CREEK	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.3	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.4	0.7	0.5	1.6	17.8	45.2	14.3
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	2.07	1.38	1.38	13.10	36.55	24.14

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.0	0.0	9.3	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.2
83	0.00	1.38	1.38	15.17	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	-	0.1	-	0.0	0.1	0.1	0.1
83	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	-	0.69	0.00	0.00	0.00

BRONTE CREEK (1983)

DAY USE

Users

- 70% of the day users are families. Friends and couples are the next most important users. These figures have not changed significantly since 1977.
- 34% of the parties are groups of 4 persons representing an 8% increase since 1977. Groups of 2, 3 and 5 persons comprise close to 15% each
- Groups of 8 or more persons have decreased by 10% over the past 6 years.
- 50% of the day users are between 1 and 14 years old. 35% are in the age group 25 - 44 and very few are from 15 to 24. This distribution has not changed significantly since 1977.

Extent of Use

- 80% said they had visited the park previously, representing a 20% increase in return rate since 1977.
- 73% of these previous visitors visited the park in 1982, spending an average of 6.3 days in the park that year.
- The average time spent in the park per visit is 4.1 hours.

Activities and Use of Facilities

- The majority of day users participate in the following activities while visiting the park: using playground facilities, relaxing, picnicking, sunbathing, swimming and walking.
- Also of importance are: viewing and photographing, guided walks, historic displays, staff presentations and biking.
- Participation rates have decreased for hiking quite dramatically since 1977. However other participation rates have increased.
- While visiting the park, day users participate in an average of 6.2 activities.
- 32% of the users said they spent most time swimming. Picnicking, sunbathing and relaxing were next in line of importance, and walking was also of fair importance. Those saying they spent most time swimming have increased by 19% since 1977.
- The major reasons for enjoying the park are the quiet/relaxing atmosphere and the weather. Since 1977, more people are saying they enjoyed the park for its quiet/relaxing atmoshpere.

Recommended Improvements

- 15% think the park should be left as is.
- 46% have unspecified recommendations for improvement which individually do not total more than 1%.
- Minor recommendations from 4% to 5% are to the picnic area, beach/swim area, more recreation programs, information, sanitation and concessions.
- No areas of concern have received an increase in percentages of recommendations since 1977. Many, such as beach/swim area, more recreation programs and other facilities have decreased quite drastically.

Why Choose Park

- The majority of day users choose the park because it is close to their residence. A large number also choose it for its good facilities and recreation opportunities.
- Those choosing it because it is close to their residence have increased by 20% since 1977.

Expenditures

- The total average expenditure per party within 25 miles of the park is $29.00. 44% of this was spent on food and drink, 34% on fuel and transportation, and 11% each on entertainment and miscellaneous items. This shows a slight increase in the amount spent on entertainment and a decrease in the amount spent on miscellaneous items since 1977.

Market Area

- 97% of the users are from the central region of Ontario.
- The total percentage from Ontario is 99%. This is an increase of 6% since 1977.

Marketing Information

- 57% heard about the park from friends or relatives. A number learned about it from a map or road sign, and a small number from an information centre or parks publication.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, attractions, facilities and services, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, park information, local attractions and other.

Park - Specific Topics

- 43% feel there are an adequate number of food concessions and 20% feel there are not.

- 44% think they are conveniently located and 13% think they are not.

- 28% think there should be a greater variety of concessions, and 30% think there should not be.

- The facilities used in order of importance, from the most used to the least used are: the childrens farm; spruce lane farm; the transit wagon; court area for basketball, volleyball and shuffleboard; and finally the tennis courts.

CRAIGLEITH	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	63.3	21.7	0.4	14.4	0.3	0.0	0.0	23.2	17.4	26.2	12.3	10.1	4.7	6.1
83	58.1	26.2	0.6	11.9	3.1	0.0	2.5	30.6	13.1	20.6	16.9	6.3	3.1	6.9

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	14.4	30.6	23.6	8.1	9.1	7.2	6.9		29.1	14.9	29.9	21.7	4.4
83	3.9	13.6	25.3	22.1	12.3	9.1	13.6		26.0	18.4	36.3	16.6	2.8

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	50.6	49.4	7.2	92.8	31.1	22.5	26.2	2.6	1.8		0.0	15.8
83	56.4	43.5	14.9	85.1	28.5	24.1	15.8	1.3	0.0		1.3	29.0

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	17.0	4.6	3.2	1.4	0.0	33.1	14.3	11.1					15.3
83	12.9	8.5	0.0	1.0	4.5	15.9	7.0	5.5					44.7
	12.	8.5	.0	0	5	.9	0						4.7

P CIP ON S

CRAIGLEITH	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hik	Bike	Casual Play	Present- ations	Play- ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
77	78.0	68.6	4.6	3.0	6.7	7.6	0.7	29.5	0.0	16.1	69.6	18.3	2.4	15.0	0.3	3.6		
83	87.9	86.4	0.8	6.1	10.6	6.8	3.0	43.9	3.8	15.8	85.5	27.3	5.3	28.1	1.5	36.8		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	20.3	6.7	2.9	1.9	4.8	11.9	22.4	9.0	0.5	2.0	8.5	0.5		8.6	90.0	0.8	7.0	2.3
83	22.9	11.2	1.2	4.1	2.9	10.6	5.9	1.2	0.6		8.8	6.5		14.7	95.4	1.4	3.3	0.0

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret- ive	Inform- ation	Noise Control	Sanit- ation	Concess- ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	26.7	2.2	18.5	2.4	12.9	0.0	1.2	3.5	2.3	1.2			1.2		7.1	20.8
83	21.7	4.7	13.2	1.6	3.9	0.8	0.8	0.8	14.0	0.8			0.8		4.7	32.6

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	14%	29%	22%	36%
83	20%	26%	15%	39%

CRAIGLEITH	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	3.5	1.4	0.0	2.3	1.7	0.0	0.0	0.0	0.4	1.4	2.3	1.7	3.3	0.0	0.0	2.0	1.6	9.7
83	0.00	0.00	0.66	0.00	2.63	0.00	0.00	1.97	0.66	0.66	3.29	4.61	3.29	1.32	1.97	1.32	3.29	15.79

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-boroug	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	1.2	14.9	1.6	35.8	1.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	13.16	1.32	32.89	1.97	1.32	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.32

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissin	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.4	1.4	-	0.0	-	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	-	0.00	0.66	0.00	0.00	0.00	0.00	-	0.66	0.00	0.00	0.00

CRAIGLETH	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	52.0	33.7	0.6	9.5	2.9	1.3	2.9	39.3	18.4	18.9	11.9	6.4	0.8	1.3
83	51.4	38.5	0.9	6.9	1.8	0.5	2.3	40.1	13.4	25.8	9.2	4.6	2.8	1.8

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
77	27.1	20.8	33.9	11.9	6.3			33.6	62.3	4.1	55.3	19.6	25.1
83	29.4	15.9	36.5	15.0	3.3			21.1	72.5	6.4	35.3	33.5	31.2

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	0.8	16.4	0.0	0.0	1.1	0.1	1.2	0.7	7.8	45.7	4.7	1.1
83	2.0	21.5	0.0	0.0	1.5	1.0	1.0	1.5	2.5	43.0	3.0	23.0

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	17.1		4.4	2.3	16.6	14.3	8.6	2.1		3.4	14.6	6.4	10.2
83	17.2		5.4	3.9	4.7	9.7	15.8	3.6		2.2	10.8	0.4	26.3
	.2		4				15.	3		2.	10.	0.4	.3

CRAIGLEITH	PI OUS VISIT TO PARK		VIS D PARK LAST YEAR		MP PARK LAST YEAR		AMP EQU ENT D						IGI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	38.6	61.4	20.8	79.2	18.9	81.1	43.9	24.6	17.2	6.6	7.4	2.8	87.6	3.2	8.6	0.6
83	33.9	66.1	46.4	53.6	96.9	3.1	53.5	22.5	10.8	6.6	18.3	5.7	82.4	5.4	10.8	1.5

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	31.5	62.4	3.3	7.3	8.7	19.7	8.5	53.2	20.4	84.5	52.5	2.0	31.4	3.0	10.7	20.3	14.8
83	41.3	82.7	1.1	1.7	14.4	19.8	10.1	44.9	27.0	90.7	56.2	6.8	44.3	8.8	42.1	13.2	*149.4

* includes sunbathing and walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	5.1	3.9	12.4	1.9	0.7	6.0	16.3	0.8	0.3	7.9	11.7	2.4	30.6
83	6.3	20.4	5.0	0.5	6.8	9.5	3.2	1.4	2.3	0.0	4.1	2.7	38.0

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	10.3	0.2	3.1	3.1	7.0	5.9	3.7	3.0	5.2	7.0	23.7		4.4		6.8		16.6
83	2.8	0.0	9.3	1.2	0.8	6.1	1.2	0.8	4.5	6.1	5.7		1.2		15.9		*44.3

CRAIGLEITH	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	18	39	18	25
83	22	36	23	19

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	5.2	1.4	1.2	0.3	5.2	1.2	1.5	2.0	2.1	0.9	1.4	3.7	4.9	2.1	2.1	3.8	5.3	7.8
83	4.41	0.98	1.47	0.49	6.86	0.49	0.49	1.47	0.98	0.00	2.94	5.88	3.92	1.47	1.96	3.43	5.39	5.88

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.6	5.1	2.8	16.2	0.2	0.7	0.0	0.0	1.4	0.6	0.4	0.0	0.7	0.0	0.6	0.5	0.2	1.4
83	1.96	1.47	2.94	14.22	1.96	0.49	0.00	0.00	0.98	0.00	0.00	0.49	0.98	0.00	0.49	0.00	0.00	3.43

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	1.0	0.0	0.0	0.7	0.4	1.1	0.5	0.0	0.0	0.2	0.0	0.0	0.4
83	0.00	0.00	0.49	0.00	0.00	0.00	0.48	0.00	2.45	0.00	0.00	0.00	0.00	0.49	0.00	0.00
33	.00	.00	9	[illegible]	0	0	[illegible]	0.	2.	0	0.	0.0	.00	49	00	[illegible]

CRAIGLEITH (1983)

DAY USE

Users - 58% of the parties are families and 26% are couples. This represents an increase of 4% in couples visiting the park, and a decrease of 5% in families since 1977.

- There has also been a slight decrease in groups of friends and an increase singles in the past 6 years.

- Groups of 2 persons form the greatest percentage of parties at 31%, with groups of 4, 5 and 3 persons following respectively. This represents a 7% increase in groups of 2 persons since 1977, corresponding with the increase in couples. Groups of 5 persons have also increased slightly, and those of 3, 4 and 6 persons have decreased.

- The average group size is 4.1 persons.

- Most day users are in the age groups 25 - 44 and 1 - 14. 18% are between 15 and 24, and a comparatively large 16% are 45 to 64. Those between 15 and 44 have increased by 9% and the others have decreased since 1977.

Extent of Use

- 57% of the day users had visited the park previously, showing a 6% increase in this figure since 1977.

- 55% of the previous visitors visited the park last year (1982) and spent an average of 2.4 days in the park in 1982.

- Day users spend an average of 3.2 hours in the park per visit. The greatest percentage spend 2 to 4 hours in the park. The hours spent in the park have increased slightly since 1977, as most people in 1977 spent between 1 and 3 hours.

- While visiting the park, 26% of the day users were staying at their permanent residence. A fair number were staying at a provincial campground, a hotel/motel or with friends or relatives. A few were staying at a private cottage or a private campground.

Activities and Use of Facilities

- Activities with a greater than 80% participation rate are relaxing, picnicking and swimming.

- The majority of day users also participate in the following activities: sunbathing and walking.

- other fairly important activities are casual play, viewing and photographing, and visiting historic displays.

- Since 1977, participation rates have increased for all activities except motor boating, hiking, use of playground facilities and staff recreation.

Activities and Use of Facilities (cont'd)

- The majority of visitors said they spent most time swimming or picnicking. This has not changed much since 1977, however less people are saying they spent most time relaxing. This is probably because those who answered to spending most time relaxing in 1977 would have had the option of splitting this up into sunbathing or relaxing in 1983.
- Major reasons for enjoying the park were its quiet/relaxing atmosphere, natural setting and because it was uncrowded.
- Compared to other parks, a large number enjoyed it because it was clean.

Recommended Improvements

- 22% thought the park should be left as is.
- Areas recommended for improvement were the beach/swim area and sanitation. The concern for sanitation has increased by 12% since 1977.
- Most other concerns have decreased since 1977. The concern for more recreation programs has decreased by 9%.

Why Choose Park

- Major reasons for choosing the park are closeness to residence, convenience, past experience and its good facilities and recreation opportunities.
- Since 1977, a greater percentage are choosing the park for convenience, visiting friends or relatives, and because it is quiet.
- Less said they chose it out of general interest, for its natural setting or cleanliness.

Expenditures

- The total average expenditure per party within 25 miles of the park is $91.00. 19% of this was spent on fuel and transportation, 26% on food and drink, 15% on entertainment, and 39% on miscellaneous items.
- Compared to 1977, 6% more was spent on fuel and transportation, and 3% more on miscellaneous items. 3% less was spent on food and drink and 7% less on entertainment.

Market Area

- 82% of the visitors were from the central region of Ontario. 11% were from the south-west region.
- Since 1977, 5% more of the visitors are from Ontario, and less are from the U.S.A.

Marketing Information

- 41% heard about the park from a map or road sign, 27% from friends or relatives, and 12% each from an information centre or parks publication.

- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.

- relative to other parks, visitors placed a lower importance on operating dates and rates.

- The ranking of importance of printed material upon arrival at the park is: maps, park information, local attractions, park activities and other.

- Relative to other parks, visitors placed a higher importance on information about history and nature upon arrival at the park.

Park - Specific Topics

- 16% said they use the park in off-season, mainly for swimming/picnicking or walking/hiking. Some use it in off season for camping and fishing and only a very few for x-country skiing, snowshoeing or bird watching.

- The majority of users found the adequacy of park information adequate to very adequate.

CAMPERS

Users - 51% of the users are families. Couples are next at 39% showing a 4% increase in couples since 1977.

- 40% of the total number of parties are parties of 2 persons. Next are parties of 4 persons at 26%. Parties of 3 and 5 persons have decreased since 1977 giving an increase in those of 4 persons.
- The majority of campers are in the age groups of 25 - 44 and 1 - 14.
- An equal percentage are 15 - 24 and 45 - 64 at 15% each.
- There has been a 5% decrease in those 15 - 24 since 1977 causing an increase in those 25 - 64 and 1 - 14. Therefore, the increase in couples probably comes in the age group 25 - 64.

Extent of Use

- 34% of the visitors had visited the park previously, showing a 5% decrease in the return rate since 1977.
- 46% of the previous visitors visited the park the year before (1982), showing a 25% increase in this figure since 1977.
- 97% of those who visited the park in 1982 camped in the park that year.
- Previous visitors spent an average of 6.5 days in the park in 1982.
- Campers spend an average of 2.7 nights in the park per visit.
- 72% of the campers were staying in the park during a vacation trip. This shows a 10% increase since 1977. However only 35% were using the park as their main destination showing a 20% decrease in the past 6 years.
- Fairly equal percentages were using the park for each of: a main destination, one of several destinations or a stopover.

Activities and Use of Facilities

- Participation rates are greater than 80% for swimming, walking and relaxing.
- The majority of campers also participate in the following activities: sunbathing and visiting viewpoints or lookouts.
- Compared to other parks, boating, canoeing, fishing, hiking, biking, viewing and photographing, and staff recreation are of low importance.
- Historic displays are of fairly high importance.
- Participation rates have increased significantly since 1977 for activities except: boating, canoeing, hiking, biking, casual play or staff presentations.
- The greatest percentage (43%) say they spent most time relaxing. Swimming was the next most frequent response. These figures have not changed significantly over the past 6 years.

Activities and Use of Facilities (cont'd)

- The main reasons for enjoying the park are the quiet/relaxing atmosphere and the water feature. Also of importance are campsites, convenient facilities and clean lake/river.
- Figures have not changed significantly since 1977 except less people say they enjoyed it for the natural setting or for swimming, and more for other aquatic recreation.
- 83% said they were aware of the campsite reservation system and 31% said they had previously used it.
- 86% agree with noise control action and 66% find it effective.

Camping Equipment Used

- 41% used a tent as their major piece of equipment. Next in order of importance are a tent trailer, a van and a travel trailer respectively.
- 17% had a second piece of equipment which was mainly a tent and sometimes a van.
- Since 1977 10% more campers are using tents and vans, and less are using travel trailers.

Recommended Improvements

- Of the improvements recommended, 27% related to the provision of shower facilities.
- Other concerns were for campsites and the beach/swim area. A few recommended having more recreation programs.
- Since 1977 recommendations have increased for the beach/swim area and for campsites. Most others have remained the same or decreased.
- 22% felt the reservation system should allow for the reservation of specific campsites. 9% thought there should be site selection upon arrival.

Why Choose Park

- 37% had 'other' (unspecified) reasons for choosing the park, showing a great variety of reasons for choosing the park.
- Other than that the greatest reason for choosing the park was convenience.
- Since 1977, a significantly fewer number of people are choosing the park from recommendations by friends, its natural setting, aquatic recreation or other recreation. More are choosing it for convenience, general interest or past experience.

Expenditures

- The total average expenditure per party within 25 miles of the park is $117.00, showing an increase of $79.00 since 1977. 23% of this was spent on fuel and transportation, 36% on food and drink, 22% on entertainment and 19% on other. These figures show a slight increase in the percentage spent on fuel and transportation and entertainment and a decrease in food and drink and miscellaneous items.

Market Area

- Most campers are from the central and south-west regions of Ontario. A fair number are from border states.
- The percentages from other Canada and the U.S.A. have increased slightly since 1977.

Marketing Information

- 44% heard about the park from a map or road sign. Information centres, friends and relatives and parks publications are also of importance.
- The ranking of importance of printed material prior to visiting the park from most important to least important is: maps, facilities/services, attractions, operating dates/rates and others.
- The ranking of importance of printed material upon arrival at the Park from most important to least important is: maps, park activities, park information, local attractions and other.

Park - Specific Topics

- The greatest attraction visited outside the park was the Blue Mountain Water Slide. Other frequently visited attractions were Wasaga Beach, shopping, the Scenic Caves and Collingwood potteries.
- Greater than 1% visited a golf course, went sightseeing, board sailing, to restaurants, the shipyards and the candy factory.

EMILY	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
78	70.2	14.8	1.6	11.8	1.1	0.5	1.1	13.9	9.1	33.6	17.6	9.1	7.5	8.1
83	65.4	19.8	2.5	9.9	2.5	0.0	3.8	16.7	12.8	35.9	10.3	7.7	3.8	9.0

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
78	2.4	8.4	15.8	14.7	22.0	10.7	25.4		32.7	18.3	32.0	14.2	2.9
83	1.3	6.3	12.7	10.1	25.3	15.2	29.2		35.3	15.3	33.7	8.7	7.0

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
78	70.3	29.7	10.2	89.8	46.7	7.6	26.0	0.4	0.0	0.4	2.1	16.8
83	65.9	34.1	17.9	82.1	35.4	17.7	11.4	1.3	0.0	3.8	1.3	29.1

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
78	21.7	2.3	1.1	2.3	0.0	22.2	8.8		1.9	0.4			39.3
83	28.9	0.00	0.00	1.0	1.0	23.7	7.2		1.0	0.0			37.2
83	8.9	.0	0	0	0	7				0.			7.2

DAY USE

EMILY	PA CIP N R S																	
	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hik	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
78	71.9	88.0	4.8	4.1	6.0	5.1	2.6		0.0	8.9	67.4	5.0	0.9	2.1	0.9	1.4		
83	84.6	88.5	1.5	7.2	14.5	11.1	1.4		2.9	37.8	82.7	14.3	1.4	5.8	2.9	14.1		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
78	38.8	5.3	3.6	4.5	2.9	5.3	5.3	3.3	11.4	0.4	8.5	2.5		8.2	96.2	1.0	1.5	1.1
83	54.4	5.1	6.3	0.0	7.6	6.3	2.5	1.3	1.3		2.5	3.8		6.3	98.6	1.3	0.0	0.0

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
78	9.7	9.0	32.2	0.0	17.5	0.7	0.0	1.5	6.0	2.2			2.2		3.1	15.7
83	13.1	6.6	29.5	1.6	9.8	1.6	1.6	0.0	6.6	1.6			3.3		1.6	22.9

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	~~Fuel and Transportation~~	Food and Drink	Entertainment	Miscellaneous
78	24	40	6	30
83	42	31	8	20

EMILY

PERMANENT RESIDENCE BY COUNTY

	78	83
Essex	0.0	0.00
Kent	0.0	0.00
Lambton	0.5	0.00
Huron	0.0	0.00
Middlesex	0.0	0.00
Elgin	0.0	0.00
Haldimand Norfolk	0.0	0.00
Oxford	0.0	0.00
Perth	0.0	0.00
Bruce	0.0	0.00
Grey	0.0	0.00
Wellington	0.0	0.00
Waterloo	0.0	0.00
Brant	0.5	0.00
Niagara	0.5	1.33
Hamilton-Wentworth	1.5	0.00
Halton	0.5	1.33
Peel	2.0	2.67

PERMANENT RESIDENCE BY COUNTY (con't)

	78	83
Dufferin	0.0	1.33
Simcoe	0.5	1.33
York	1.6	2.67
Metro Toronto	20.9	18.67
Durham	17.6	17.33
Victoria	16.3	25.33
Muskoka	0.0	0.00
Haliburton	2.6	0.00
Peterborough	25.0	22.67
Northumberland	2.7	2.67
Prince Edward	0.0	0.00
Hastings	0.5	0.00
Renfrew	0.0	0.00
Lennox-Addington	0.0	0.00
Frontenac	0.5	0.00
Leeds	0.5	0.00
Lanark	0.0	0.00
Ottawa-Carleton	0.5	1.33

PERMANENT RESIDENCE BY COUNTY (con't)

	78	83
Grenville	0.0	0.00
Dundas	0.0	0.00
Stormont	0.5	0.00
Russel	0.0	0.00
Prescott	0.0	-
Glengarry	0.0	0.00
Nipissing	0.0	0.00
Parry Sound	0.0	0.00
Sudbury	0.0	0.00
Timikaming	0.0	0.00
Cochrane	0.5	0.00
Manitoulin	-	-
Algoma	0.0	0.00
Thunder Bay	0.0	0.00
Rainy River	-	0.00
Kenora	0.0	0.00

EMILY	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
78	58.5	30.0	0.6	8.3	1.9	0.6	1.5	34.3	15.0	26.3	11.6	6.6	2.1	2.6
83	52.9	31.6	0.6	10.9	2.9	1.1	3.5	37.0	18.5	18.5	12.1	6.4	1.7	2.3

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
78	29.0	18.5	32.4	15.0	5.0	51.0	48.0	41.0	54.9	4.1	63.1	24.2	12.7
83	29.5	17.4	35.0	11.0	7.1	52.9	47.1	40.2	52.3	7.5	61.8	21.2	17.

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
78	1.1	24.3	0.8	1.6	8.5	2.1	1.6	0.3	8.2	43.4	1.1	0.0
83	2.5	18.4	0.6	3.1	4.3	1.2	3.7	1.8	1.8	43.6	0.0	19.0

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
·78	23.2		9.1	4.7	11.8	16.5	3.9	1.7		2.4	14.6	1.6	10.5
83	22.6		9.2	6.0	3.5	8.8	1.1	2.1		3.5	21.2	1.1	20.9
[illegible]	.6		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2		3.	21.	.1	.9

EMILY	I IOU VISIT TO PARK		VI ED PARK LAST YEAR		AMP PARK LAST YEAR		CAM G EQ MEN ED						RIG			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
78	52.0	48.0	35.4	64.6	30.1	69.9	41.9	34.7	20.9	4.0	8.4	4.8	94.9	1.3	2.6	1.3
83	51.7	48.3	54.5	45.5	89.6	10.4	48.8	28.8	21.1	5.3	8.2	6.5	94.7	3.0	2.4	0.0

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
78	26.0	76.6	10.7	11.8	31.6	19.5	13.0	56.6	5.1	79.1	37.8	1.9	5.3	0.5	6.3	3.7	30.1
83	34.1	82.7	8.4	22.9	35.9	28.5	20.5	60.2	38.9	93.5	47.6	6.1	13.3	18.1	42.8	24.1	*157.2

*includes sunbathing and unguided walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
78	16.6	10.1	7.0	5.8	3.4	9.8	6.2	5.5	4.1	3.6	3.2	2.6	22.1
83	20.1	16.7	8.6	3.3	5.3	10.5	4.3	2.9	2.4	2.4	8.1	3.3	12.0

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
78	4.4	1.1	4.4	2.3	3.4	13.1	3.6	0.5	6.8	25.9	0.5		0.2		9.9		22.8
83	16.4	1.8	7.3	1.8	7.9	6.1	1.8	1.2	6.1	9.7	10.9		1.2		3.0		24.8

EMILY	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
78	19	49	8	24
83	29	42	12	17

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
78	3.0	1.5	0.6	0.2	1.7	0.6	0.6	0.9	0.2	0:9	1.1	0.4	0.4	1.5	5.1	3.6	3.2	1.9
83	1.19	0.00	0.60	0.00	3.57	0.60	1.19	1.19	0.60	0.60	0.60	2.38	0.60	1.19	0.60	2.98	2.98	4.17

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
78	0.0	1.9	4.3	20.9	14.7	4.7	0.2	1.9	7.7	1.7	0.0	1.5	0.0	0.2	0.6	0.2	0.0	2.6
83	0.00	3.57	4.76	21.43	14.88	9.52	0.00	0.60	6.55	1.79	0.00	2.98	1.19	0.00	0.00	0.00	0.00	1.19

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
78	0.0	0.0	0.2	0.4	0.0	0.4	0.9	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2
83	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00

EMILY (1983)

DAY USE

Users

- 65% of the day users are families, 20% are couples, and 10% are groups of friends. This represents a 5% decrease in the number of families using the park and a corresponding increase in couples since 1978.
- The majority of day users are in groups of 2 or 4 persons. Next are 3, 5 and then 8 or more people respectively. Compared to other parks, there are a relatively large percentage of groups of 8 or more people.
- Parties have decreased in size since 1978. There are a greater percentage of parties of 1 to 4 persons, and a smaller percentage of parties of 5 to 7 persons.
- The majority of campers (69%) are in the age groups 1 - 14 and 25 - 44, with fairly equal percentages in each group. 15% are in the age group 15 - 24, showing a 3% decrease since 1978.
- Age group 45 - 64 has decreased by 5% with a corresponding increase in those over 65 years. Relative to other parks, there is a high percentage (7%) of senior citizens.

Extent of Use

- 66% of the campers had visited the park previously showing a 4% decrease in return rate since 1978.
- 72% of these previous visitors visited the park last year (1982), staying an average of 5.1 days in the park that year.
- The average length of stay per visit to the park is 4.5 hours. Most people stay from 4 to 5 hours, or longer than 6 hours.
- People seem to be spending slightly longer hours in the park since 1978.
- While visiting the park, people were mainly staying at their permanent residence or with friends or relatives. Very few were staying at a provincial campground.

Activities and Use of Facilities

- There is a greater than 80% participation rate for relaxing, picnicking and swimming.
- The majority of day users also participate in the following activities: casual play, sunbathing and walking.
- Compared to participation rates for most parks, viewing and photographing, visiting viewpoints and lookouts, going on guided walks, staff recreation, visiting historic displays and staff presentations, motor boating, fishing and hiking have relatively low participation rates.

Activities and Use of Facilities (cont'd)

- Participation rates for most activities, except motor boating and hiking, have increased since 1978. Use of playground facilities has increased by almost 30%.
- 35% of the day users say they spend most time swimming. Picnicking and sunbathing are also major responses.
- Since 1978, greater percentages say they spend most time picnicking or walking.
- Day users participate in an average of 5.2 activities while visiting the park.
- Visitors enjoy the park mainly for its quiet/relaxing atmosphere or for its natural setting.

Recommended Improvements

- 13% think the park should be left as is.
- The major recommendation for improvements, by 30% of the respondents, is to the beach/swim area.
- Many also think there should be more recreation programs.

Why Choose Park

- The majority (54%) of users visited the park because it was close to their residence showing a 16% increase since 1978. A fair number also chose it out of general interest, past experience or because it was recommended by friends. These three reasons have increased slightly since 1978. However, those who chose it for the beach/swim area or for other recreation have decreased.

Expenditures

- The total average expenditure per party within 25 miles of the park is $61.00, showing an increase of $55.00 since 1978.
- 42% of the total expenditure was spent on fuel and transportation, 31% on food and drink, 20% on miscellaneous items, and 8% on entertainment.
- The amount spent on fuel and transportation has increased by 18% since 1978, and that spent on food and drink, and miscellaneous items has decreased by 9% and 10% respectively.

Market Area

- 97% of the day users were from the central region of Ontario.
- The total percentage from Ontario was 99%, with the eastern region making up the other couple of percent. A few were from other parts of Canada.

Marketing Information

- 56% of the visitors heard about the park from friends or relatives. A map or road sign, information centre and parks publication were next in order of importance.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- responses to the importance of park information about history and nature, upon arrival at the park, received mostly neutral to unimportant responses.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, local attractions, park information and other.

Park - Specific Topics

- 26% of the day visitors said they owned a dog, but only 6% took a dog with them. 10% said they found dogs bothersome, and 34% said there should be further controls over pets.
- 30% thought the dogs should be kept on a leash, 17% said they should not be allowed, and 17% said there should be a special area reserved for them.

CAMPERS

Users - 53% of the campers were families, 32% were couples, and 11% were groups of friends. This shows a 6% decrease in families using the park since 1978.

- 37% of the parties are groups of 2 persons. Groups of 3 and 4 people are next at 19% each. This represents a 7% decrease in groups of 4 people giving an increase of 2 and 3 person parties since 1978. The average group size is 3.4 people.
- 35% of the campers are between the ages of 25 and 44 showing an increase of 3% since 1978. Corresponding those in the age group 45-64 have decreased. Children aged 1 to 14 comprised 30% of the campers and there are a relatively large number of senior citizens at 7%.

Extent of Use

- 52% of the campers had visited the park previously, showing no significant change since 1978.
- 55% of the previous visitors visited the park last year (1982), and stayed in the park an average of 6.7 days that year.
- 90% of those who visited the park in 1982 camped in the park that year.
- The park is mainly a destination park as 62% were using it as their main destination.
- 52% were using the park during a vacation trip and 40% for a weekend trip, showing very small change since 1978.

Activities and Use of Facilities

- There is a greater than 80% participation rate for swimming, walking and relaxing.
- The majority of campers also participate in the following activities while visiting the park: sunbathing and casual play.
- Compared to participation rates for other parks, biking, use of playground facilities and attending staff presentations are also important.
- Participation rates for all activities, except motor boating, have increased dramatically since 1978.
- 44% of the campers said they spent most time relaxing. 18% said they spent most time swimming showing a decrease of 6% since 1978. Those saying they spent most time at casual play have also decreased.
- Compared to other parks, a fair number said they spent most time at the playground, or biking.
- Since 1978, more people said they enjoyed the park for its campsites and for other (unspecified) reasons. Few people said they enjoyed it for its natural setting, swimming or other aquatic recreation.

- The major reasons for enjoying the park are the campsites and the quiet/relaxing atmosphere.
- 87% said they were aware of the campsite reservation system, and 29% had previously used it.
- 90% agreed with noise control action, and 69% felt it was effective.

Camping Equipment Used

- 39% used a tent as their major piece of equipment. A tent trailer and then a travel trailer were the next most important.
- 19% had a second piece of equipment, half of which were tents. Relatively large percentages also had a travel trailer, a truck camper or a van.
- The number of people using tents has increased by 7% since 1978 and those using tent trailers have decreased.

Recommended Improvements

- 16% think the park should be left as is, representing a 12% increase since 1978.
- Areas recommended for improvement are: the beach/swim area, trails, more recreation programs, noise control, sanitation and other facilities.
- Recommendations for the beach/swim area, trails, and other facilities have increased since 1978 and recommendations for more recreational programs, sanitation and campsites have decreased.
- Recommendations to the reservation system are mainly to allow for specific campsites, and to leave it as is.

Why Choose Park

- 20% chose the park because it was close, and 17% chose it for convenience. Other fairly large reasons were because it was recommended by friends, or from past experience.
- Those choosing the park because it is close to their residence, convenient, or for other recreation have increased since 1978.

Expenditures

- The total average expenditure per party within 25 miles of the park was $122.00. This represents an $85.00 increase since 1978.
- 42% of the total expenditure was spent on food and drink, 29% on fuel and transportation, 17% on miscellaneous items and 12% on entertainment.
- The amount spent on fuel and transportation has increased by 10% since 1978. The percentage spent on entertainment has also increased slightly, and that spent on food and drink and miscellaneous items has decreased.

Market Area

- 77% of the campers are from the central region of Ontario. The southwest, eastern and Algonquin also provide a fair number of campers.
- The total percentage from Ontario is 95%, showing no significant change since 1978. A few are from other parts of Canada and the U.S.A.

Marketing Information

- 41% heard about the park from friends or relatives. A map or road sign, parks publications and information centres are next in order of importance.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, local attractions, park information and other.

Park - Specific Topics

- 33% said they owned a dog, and brought a dog along on their camping trip.
- 19% said they found dogs bothersome, and 36% said there should be further controls over pets.
- 23% recommended there be no change in pet control, 26% said they should be kept on a leash and 16% said they should not be allowed.

FITZROY	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	63.1	15.8	3.8	15.7	0.6	0.9	0.6	18.4	14.4	28.2	15.1	6.9	4.0	12.4
83	68.9	10.8	6.8	13.5	0.0	0.0	0.0	13.9	13.9	30.6	18.1	9.7	6.9	6.9

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	10.2	17.4	12.4	17.8	12.4	9.7	20.1		36.5	20.1	33.2	7.1	3.1
83	1.4	1.4	11.1	22.2	31.9	8.3	23.6		36.0	13.0	38.5	10.2	2.2

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	72.5	27.5	15.6	84.4	30.5	14.1	29.6	1.3	1.0		2.3	21.2
83	73.3	26.7	21.6	78.4	23.5	11.8	23.5	0.0	0.0		2.9	38.3

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	20.2	7.5	1.4	4.7	0.5	18.8	6.1	18.0					22.8
83	24.1	1.3	1.3	6.3	6.3	13.9	5.1	2.5					39.2
83	24.1	1.3	1.3	6.3	6.3	13.9	5.1	2.5					39.2

PA CIP ON S

FITZROY	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi	Bike	Casual Play	Presentations	Playground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
77	79.4	62.9	0.9	7.0	11.4	16.3	1.0	61.3	1.7	30.5	61.8	8.4	0.2	3.1	3.0	2.6		
83	87.3	92.6	3.4	6.8	11.7	8.6	6.7	61.9	3.5	53.1	88.1	15.8	5.3	0.0	3.4	17.2		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	46.3	2.9	1.8	7.6	2.9	2.2	9.7	5.0	3.6	0.4	2.1	1.4		14.1	94.9	2.9	0.6	1.5
83	60.0	2.9	2.9	1.4	1.4	5.7	4.3	1.4	1.4		2.9	5.7		10.0	100.1	0.0	0.0	0.0

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpretive	Information	Noise Control	Sanitation	Concessions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	12.0	18.8	20.9	1.5	8.3	0.0	1.6	4.6	8.3	0.8			1.5		3.1	18.6
83	14.0	22.0	10.0	0.0	8.0	0.0	4.0	4.0	12.0	0.0			2.0		2.0	22.0

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	24	43	4	29
83	35	60	1	4

PERMANENT RESIDENCE BY COUNTY

FITZROY	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	0.00	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.17

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.8	4.2	84.9
83	0.00	0.00	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.76	0.00	1.59	0.00	1.59	73.02

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	-	0.0	0.0	0.0	0.3
83	9.52	0.00	0.00	0.00	-	0.00	0.00	1.59	0.00	0.00	0.00	-	0.00	0.00	1.59	0.00

FI. ROY	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	49.1	28.5	1.3	19.1	0.8	1.3	0.8	34.8	17.9	20.2	11.2	8.6	2.7	3.5
83	50.0	32.0	0.0	13.0	2.0	3.0	2.0	33.3	11.1	32.3	15.2	2.0	3.0	1.0

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
77	26.5	23.7	29.4	10.9	9.5			55.7	38.6	5.8	72.7	.5.3	22.0
83	30.4	20.6	39.7	7.8	1.5			63.0	36.0	1.0	74.0	7.0	19.0

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	1.4	11.9	0.0	0.3	3.2	7.5	0.8	1.7	8.1	46.5	0.3	0.3
83	2.1	21.3	1.1	1.1	12.8	1.1	2.1	1.1	1.1	42.6	0.0	13.9

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	20.2		3.2	2.5	32.9	10.0	5.3	1.1		1.6	12.4	2.0	8.8
83	23.2		4.9	1.4	4.9	13.4	0.0	4.2		0.7	19.0	2.1	26.2
83	23.2		4.9	1.4	4.9	13.4	0.0	4.2		0.7	19.0	2.1	26.2

CAMPER

FITZROY	I IOU VISIT TO PARK		VI ED PARK LAST YEAR		AMP PARK LAST YEAR		CAM EQ MEN ED						RIC			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	54.1	45.9	44.6	55.4	31.7	68.3	51.4	28.4	9.2	4.3	6.4	1.7	79.9	10.0	8.5	1.5
83	56.0	44.0	67.3	32.7	89.2	10.8	62.0	26.0	7.0	6.0	6.0	7.0	75.1	11.5	11.5	2.1

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	23.2	66.8	3.3	7.0	26.4	44.8	7.6	57.9	22.8	85.2	23.2	4.6	12.4	0.9	13.0	14.4	10.8
83	40.4	85.6	3.3	21.7	39.1	39.1	15.4	59.8	39.4	93.9	29.7	7.8	14.3	6.7	46.2	6.7	*157.1

*includes sunbathing and walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	9.5	28.5	4.8	1.2	0.1	2.3	13.3	0.7	0.0	4.2	5.7	12.1	17.6
83	37.2	7.1	4.4	2.7	8.0	5.3	0.0	4.4	4.4	2.7	7.1	0.0	16.8

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	12.9	0.4	6.9	1.8	5.9	3.1	2.8	2.0	4.3	11.9	19.5		1.1		15.2		12.2
83	6.2	0.9	4.4	2.7	1.8	6.2	7.1	0.0	2.7	12.4	3.5		2.7		3.5		*46.0

FITZROY	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	5	49	23	23
83	11	42	21	26

	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.6	1.3	0.2	0.3	0.8	0.1	1.2
83	1.04	0.00	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)																		
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.6	0.9	2.9	0.8	0.1	0.2	0.0	0.5	0.0	0.0	0.3	1.7	0.0	0.0	0.0	0.6	60.5
83	0.00	0.00	0.00	4.17	1.04	0.00	0.00	1.04	0.00	1.04	0.00	0.00	6.25	0.00	0.00	0.00	1.04	50.00

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.3	0.5	0.5	1.4	0.0	0.0	0.3	0.0	0.4	0.5	0.4	0.0	0.0	0.7	0.2	0.0
83	1.04	1.04	1.04	3.13	0.00	0.00	1.04	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00
83	1.04	1.04	1.04	3.13	0.00	0.00	1.04	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00

FITZROY (1983)

DAY USE

Users - 69% of the day users are families. Groups of friends, couples and organized groups are next, respectively. 7% are organized groups which is a high percentage compared to other parks.

- Families and organized groups have increased by 6% and 3% respectively since 1977, causing a decrease in percentages of couples and groups of friends.
- 75% of the day users are in the age groups 1-14 or 25-44. There has been a 5% increase in those 25-44 and a 7% decrease in those 15-24 since 1977.
- 31% are groups of 4 persons. Groups of 5 people are next and then 2 and 4. There is also a relatively large percentage of parties comprised of 6 or more people.
- Groups of 4-7 people have increased since 1977, and those of 2, 3 and 8 people have decreased.

Extent of Use

- 73% had visited the park previously showing no change in this figure since 1977.
- 71% of these previous visitors visited the park last year (1982) and spent an average of 5.4 days in the park that year.
- Day users spend an average of 4.2 hours in the park per visit. People are spending longer hours in the park compared to 1977 with 21% spending over 6 hours in the park.
- While visiting the park, 47% of the day users were staying at their permanent residence.

Activities and Use of Facilities

- There is a greater than 80% participation rate in the following activities: relaxing, picnicking, sunbathing and swimming.
- The majority of day users also participate in casual play, use of playground facilities, and walking.
- Activities with the lowest participation rates are visiting historic displays, staff recreation and staff presentations.
- Participation rates for most activities have increased since 1977. However those for canoeing, fishing and casual play have remained fairly constant, and those for hiking and visiting displays have decreased.
- The greatest percentage of users spend most time swimming or relaxing. Sunbathing and picnicking are also important. Visitors participate in an average of 5.4 activities per visit.

Activites and Use of Facilities (cont'd)

- 24% said they enjoyed the park for its quiet/relaxing atmosphere. The park's natural setting and beach activity were also important.
- Compared to other parks, a relatively large percentage said they enjoyed the park because it was convenient and uncrowded, and because of the staff.

Recommended Improvements

- 14% think the park should be left as is.
- 22% recommend improvement to the picnic area and a fair percentage recommend improvement to the beach/swim area, sanitation.
- A number also recommend more recreation programs, noise control, animal control and more information services.
- Since 1977, 10% less people are recommending improvement to the beach/swim area. A slightly greater percentage are recommending improvement to sanitation, information and the picnic area.

Why Choose Park

- 60% chose the park because it is close to their residence. A few chose it from past experience and because it is quiet and uncrowded.
- 14% more chose the park because it was close in 1983 than in 1977. More also chose it because they find it quiet.

Expenditures

- The total average expenditure per party within 25 miles of the park is $73.00. 60% of this was spent on food and drink, 35% on fuel and transportation, 4% on miscellaneous and a small 1% on entertainment.
- This represents a 17% increase in the amount spent on food and drink since 1977, and an 11% increase in the amount spent on fuel and transportation. There has been a dramatic decrease of 25% in the amount spent on miscellaneous items.

Market Area

- 86% of the day users are from the eastern region of Ontario. A few are from the Algonquin and central regions.
- 100% are from Ontario. In 1977, however a few were from other parts of Canada.

Marketing Information

- The majority of visitors learned about the park from friends or relatives. 19% heard about it from a map or road sign, and a few from an information centre or newspaper.
- The ranking of importance of printed material prior to visiting the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, local attractions, park information, and other.

CAMPERS

Users - 50% of the camping parties are families. Couples are next at 32%, and then groups of friends at 13%.

- Groups of friends have decreased by 6% since 1977 giving a small increase in couples and singles.
- 66% of the parties are groups of 2 or 4 persons. Groups of 5 and 3 persons are next, and there are very few larger groups.
- Large groups (6+) and groups of 3 have decreased since 1977, and those of 4 and 5 have increased.
- 70% are in the age groups 1-14 or 25-44 and 20% are from 15 to 24. Those from 1 to 14 and 25 - 44 have increased by 4% and 10% respectively since 1977, and those from 15 to 24 and over 45 have decreased.

Extent of Use

- 56% had visited the park previously, showing no significant change since 1977.
- 67% of these previous visitors visited the park last year (1982) showing a 22% increase in those who visited the park the previous year, since 1977.
- 89% of those who visited the park in 1982 camped in the park that year, and spent an average of 8.3 days in the park.
- Campers spend an average of 2.7 days in the park per visit.
- The park is mainly a destination park, as 74% were using the park as their main destination and only 19% as a stopover. A very small 7% were using it as one of several destinations. These figures have not changed significantly since 1977.
- The park is used mostly for weekend trips. That is, 63% used it for weekend trips representing a 7% increase since 1977.

Activities and Use of Facilities

- There is a greater than 80% participation rate for each of the following activities: swimming, walking and relaxing.
- The majority of campers also participate in casual play and sunbathing.
- Compared to other parks, use of playground facilities is also an important activity.
- Motor boating, staff recreation and staff presentations have the lowest participation rates.
- Participation rates have increased significantly for all activities except motor boating and staff presentations since 1977. The two have decreased by 6 to 7 percent each.
- Campers say they spend most time relaxing, swimming or fishing. Those saying they spend most time swimming or fishing have increased by 9 to 10 percent since 1977.
- Those saying they spend most time at casual play or hiking have decreased significantly.
- The major reasons for enjoying the park are its quiet/relaxing atmosphere, the campsites, and the beach/swimming area.
- Since 1977, those saying they enjoyed the park for its natural setting have decreased by 28%.
- 82% said they were aware of the campsite reservation system, and 25% had previously used the system.
- 84% agree with noise control action and 65% think it is effective.

Camping Equipment Used

- 50% used a tent as their main piece of equipment, and 25% used a tent trailer. Only small percentages used a travel trailer, a truck camper, a van or a motor home.
- 14% of the campers had a second piece of equipment which was almost always a tent.
- The number of campers using tents has increased by 11% since 1977. Those using a tent trailer or a travel trailer have decreased only slightly.

Recommended Improvements

- A large percentage recommended improvements to sanitation and showers.
- More recreation programs, interpretation and fees/regulations are also of importance compared to other parks.

Recommended Improvements (cont'd)

- 6% think the park should be left as is, showing a 7% decrease in this figure since 1977.
- Recommendations for the beach/swim area, trails, other facilities and campsites have decreased since 1977, and those for recreation programs and interpretive programs have increased.
- 63% think the reservation system should allow for the reservation of specific campsites.

Why Choose Park

- 37% chose the park because it is close to their residence, showing a 27% increase since 1977.
- Other small reasons were: convenience, general interest, past experience and good facilities.
- Virtually nobody chose the park for its natural setting or because they found it quiet or uncrowded.
- Since 1977, less people are choosing the park for convenience, its natural setting, or because they find it quiet. More people are choosing it out of general interest, from past experience, because it is clean or well kept, or for the beach/swimming area.

Expenditures

- The total average expenditure per party within 25 miles of the park is $112.00. This represents an increase of $95.00 since 1977.
- 42% of the total expenditure was spent on food and drink, 21% on fuel and transportation, 26% on miscellaneous items and 11% on entertainment.
- This represesnts a 6% increase in the amount spent on entertainment and a 3% increase in the amount spent on miscellaneous items. Also a 7% decrease in the amount spent on food and drink and a 2% decrease in that spent on fuel and transportation.

Market Area

- 57% of the campers are from the eastern region of Ontario. A few are from the Algonquin and central regions, other U.S.A. and border states.
- The number of campers from Ontario has decreased by 5% and those from the U.S.A. have increased by 3% since 1977.

Marketing Information

- The majority of campers heard about the park from friends or relatives. 29% learned about it from a map or road sign, and a few from parks publications or an information centre.

Marketing Information (cont'd)

- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, local attractions, park information and others.
- Campers gave a relatively low importance to printed material relating to history and nature.

GRUNDY LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	55.0	16.0	0.0	26.7	0.0	2.3	0.0	24.2	13.2	28.9	19.7	4.7	2.9	6.3
83	51.9	31.5	0.0	16.7	0.0	0.0	0.0	29.3	14.3	23.2	8.9	3.6	7.1	3.6

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
76	5.0	33.3	7.0	10.0	15.8	7.2	21.6		31.8	31.6	26.5	8.9	1.2
83	3.8	9.6	19.2	11.5	11.5	15.4	28.8		29.1	21.1	27.6	16.1	6.0

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
76	70.3	29.7	18.8	81.2	37.1	6.9	32.6	6.2	0.0		2.3	14.9
83	55.4	44.6	22.2	77.8	39.6	7.5	15.1	5.7	0.0		1.9	30.2

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other

GRUNDY LAKE	PA CIPA N R																	
	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hik	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
76	55.4	64.8	0.6	8.8	2.8	13.4	3.2	34.4		15.1	55.5	11.8	4.4	5.4	0.0	4.0		0.0
83	73.6	86.8	0.0	24.5	40.8	16.7	6.1	44.9		14.6	77.4	34.7	8.3	16.3	10.2	32.7		*156.9

*includes sunbathing and unguided walks for '83

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
76	34.3	10.5	7.0	10.0	1.2	12.7	6.4	4.1	2.3	0.0	2.9	1.2		7.6	94.2	1.7	2.9	1.2
83	32.8	22.4	3.4	1.7	3.4	6.9	1.7	0.0	3.4		6.9	6.9		6.9	85.3	0.0	7.5	7.4

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
76	23.4	0.0	5.2	7.8	2.6	0.0	5.2	5.2	2.6	3.9		2.6	2.6		15.6	23.4
83	23.7	0.0	2.6	2.6	5.3	0.0	0.0	5.3	10.5	7.9		0.0	0.0		0.0	42.1

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

GRUNDY LAKE	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	0.9	0.0	1.9	0.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.7	1.7	1.0	0.7
83	0.00	0.00	0.00	0.00	1.85	0.00	0.00	1.85	1.85	0.00	0.00	0.00	3.70	3.70	1.85	0.00	0.00	3.70

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.9	0.0	0.7	11.6	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
83	0.00	7.41	1.85	12.96	1.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.85	1.85	0.00	0.00	1.85

	PERMANENT RESIDENCE BY COUNTY (con't)																
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.0	0.0	0.0	0.0	0.0	0.0	1.1	11.4	53.6	0.0	0.0	0.0	1.4	0.0	0.7	0.0
83	0.00	0.00	0.00	0.00	-	0.00	0.00	9.26	25.93	0.00	0.00	-	1.85	0.00	0.00	0.00

GRUNDY LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	65.4	23.8	0.5	7.1	2.3	0.8	2.3	29.5	14.3	29.2	12.7	7.4	1.9	2.7
83	50.9	36.9	0.3	8.9	1.9	1.1	1.9	42.7	12.6	24.1	10.7	4.4	2.2	1.4

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
76	33.2	18.7	32.2	13.4	2.4			19.2	77.3	3.5			
83	25.8	19.7	35.9	16.2	2.4			18.8	77.9	3.3			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
76	0.2	29.1	0.0	5.6	9.1	9.0	0.5	1.4	8.6	30.7	1.4	4.2
83	2.0	18.6	0.0	9.3	6.1	15.4	1.4	3.2	2.0	30.4	0.6	11.0

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
76													

GRUNDY LAKE	P OUS VISIT TO PARK		VI: D PARK LAST YEAR		AMP PARK LAST YEAR		AMP EQU ENT D						RIG.			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
76	53.0	47.0			65.7	34.3	41.1	37.0	20.8	7.2	9.7	2.5	85.8	4.9	8.6	0.7
83	49.6	50.4			92.9	7.1	57.3	26.7	12.9	7.6	10.4	5.2	85.3	3.6	9.7	1.4

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
76	21.7	77.3	5.6	31.9	42.6	44.9	15.1	49.9	17.4	75.1	31.5	6.2	27.7	11.0	33.9	28.9	2.8
83	39.2	85.2	1.7	45.0	45.0	65.9	16.7	50.6	9.1	96.1	58.2	14.4	28.3	17.3	66.8	26.5	*156.5

*includes walking and sunbathing for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
76	5.9	17.3	8.4	2.5	2.2	9.3	10.4	6.4	4.6	3.3	1.9	5.7	22.0
83	6.1	23.3	4.9	1.4	5.1	17.7	5.6	0.2	2.3	6.3	9.1	2.8	15.1

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
76	11.3	0.3	2.8	5.8	2.8	4.8	2.8	3.2	9.3	24.0	11.5		1.2		7.0		13.0
83	9.9	0.5	2.9	0.7	2.6	3.1	1.9	2.2	5.0	7.7	7.0		0.5		1.9		*54.0

GRUNDY LAKE	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldi-mand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	1.5	0.6	0.0	0.5	4.4	0.8	2.3	1.0	0.7	0.5	1.2	1.4	2.3	1.9	2.6	4.0	2.7	3.2
83	1.94	0.56	0.28	0.83	3.33	0.56	1.11	0.83	1.39	1.11	1.67	1.94	2.22	0.56	2.78	5.00	4.72	4.17

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.0	4.5	3.9	13.7	1.3	0.0	0.3	0.0	1.1	0.6	0.0	0.2	0.0	0.0	0.5	0.2	0.0	1.5
83	0.56	3.89	4.17	17.22	3.89	0.00	0.28	0.28	0.83	0.28	0.28	0.00	0.28	0.00	0.00	0.00	0.00	1.11

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russell	Prescott	Glen-garry	Nipis-sing	Parry Sound	Sudbury	Timis-kaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.5	0.0	0.0	0.4	0.0	0.0	0.1	0.7	23.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0
83	0.00	0.00	0.00	0.56	0.00	0.00	0.28	0.83	11.87	0.56	0.56	0.28	1.94	0.28	0.28	0.00
8		0.	0.	0.	0.	0	0.	0.	11	0.5	56	28	94	8	3	

CAMPER

GRUNDY LAKE (1983)

DAY USE

Users - 52% are families and 32% are couples. The rest are groups of friends.

- Families and groups of friends have decreased since 1976, and couples have increased by 16%.
- Most visitors are in groups of 2 persons at 39%, showing a 15% increase since 1976. This parallels the increase in couples.
- The two age groups most commonly found are 1-14 and 25-44, although age groups 15-24 and 45-64 are not far behind.
- Age group 15-24 has decreased from 32% to 21% since 1976, and visitors over 45 years old have increased quite significantly.

Extent of Use

- 55% of the visitors had visited the park previously, showing a 15% decrease in this figure since 1976. This shows less people are returning to the park.
- 61% of these previous visitors visited the park in 1982.
- Previous visitors spent an average of 5.4 days in the park in 1982.
- Day users spent an average of 4 hours in the park per visit in 1983.
- Visitors seem to be spending longer hours in the park since 1976.
- During their time of visiting the park, most visitors were staying at provincial campgrounds, a hotel/motel or with friends or relatives.

Activities and Use of Facilities

- There is a greater than 87% participation rate for swimming, showing a 22% increase since 1976.
- The majority of day users participate in the following activities: relaxing, picnicking, sunbathing and walking.
- Compared to other parks, there is a relatively high participation rate for staff recreation and staff presentations, canoeing and fishing.
- Canoeing is a very important activity and the participation rate has increased by 16% since 1976.
- 40% of the day users said they spent most time swimming. 15% said they spent most time relaxing, showing a decrease of 18% in this figure since 1976.
- Visitors say they enjoyed the park for its quiet/relaxing atmosphere, the clean water and water feature. Also of importance were its natural setting, weather and beach.

Recommended Improvements

- 24% feel the park should be left as is. This is approximately the same figure as for 1976.
- Concern for sanitation and showers is quite high and has increased significantly since 1976.
- Othe recommendations are for more recreation programs, noise control and concessions. Also fees and regulations.
- People seem satisfied with the beach/swim area, other facilities, trails and information.

Why Choose Park

- Most choose the park because it is close to their residence or because it is convenient.
- Good facilities/recreation opportunities, past experience and because it is quiet and uncrowded are also reasons for choosing the park.
- The percentages of people choosing the park for its convenience, other recreation and because it is quiet have increased over the past 7 years.
- Those choosing it for visiting friends, past experience, natural setting or because it is clean or well kept have decreased since 1976.

Expenditures

- The total average expenditure per party within 25 miles of the park is $78.00. 26% of this was spent on fuel and transportation, 37% on food and drink, 13% on entertainment, and 25% on miscellaneous items.

Market Area

- Most visitors are from the north-east and central regions of Ontario.
- A few are from the Algonquin, eastern and south-west regions. Also border states and other (unspecified).
- Since 1976, those from Ontario have decreased by 9% and the number from the U.S.A. have increased.

Marketing Information

- Most people heard about the park through friends or relatives or from a map or road sign.
- The ranking of importance of printed material prior to visiting the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.

Marketing Information (cont'd)

- Compared to other parks, visitors placed a lower importance on a map and a higher importance on a list of facilities and services prior to visiting the park.
- The ranking of importance of printed material upon arrival at the park is: maps, park information, local attractions, park activities and other.
- Most people held neutral to fairly important responses when asked about the importance of information about history and nature.

CAMPERS

Users - 51% of the campers are families, and 37% are couples. The number of families has decreased by 15% since 1976 and the couples have increased by 13%.

- 43% of the parties are 2 persons showing an increase of 13% since 1976. Groups of 3 and 4 persons form the next highest percentages of parties. Those have decreased slightly since 1976.
- 36% of the campers are between the ages of 25 and 44. 26% are in the age group 1-14 and 20% are from 15 to 24.
- Campers aged 1-14 have decreased by 7% and those from 15-64 have increased since 1976.

Extent of Use

- 50% of the campers had visited the park previously, representing a 3% decrease in return rate since 1976.
- 59% of these previous visitors visited the park in 1982 and 93% of those who visited in 1982 camped in the park that year. The number who camped in the park has increased 26% since 1976.
- Previous visitors spent an average of 8.2 days in the park in 1982.
- Campers spent an average of 4.1 nights in the park per visit.
- 78% of the campers were using the park during a vacation trip. This figure has not changed significantly since 1976. 43% were using the park as their main destination.

Activities and Use of Facilities

- Participation rates are over 80% for swimming, walking and relaxing.
- The majority of campers participate in the following activities: sunbathing, hiking, casual play, viewing and photographing, and visiting viewpoints or lookouts.
- Other activities of importance are canoeing, fishing and attending staff presentations.

Activities and Use of Facilities (cont'd)

- Since 1976, participation rates for motor boating and use of playground facilities have decreased. All other rates have increased.
- Campers indicate they spend most time relaxing or swimming. The percentage who said they spent most time swimming is down by 10% since 1976.
- Most people say they enjoyed the park for its quiet/relaxing atmosphere, the campsites and natural setting.
- Other reasons for enjoying the park are: the walking and hiking, canoeing/sailing and the wildlife.
- 86% said they were aware of the campsite reservation system and 26% had previously used the system.
- 91% agree with noise control action and 71% feel it is effective.

Camping Equipment Used

- 45% of the campers use a tent as their first piece of equipment. A tent trailer or travel trailer are the next most frequently used.
- 20% of the campers used a second piece of equipment which is mainly a tent and sometimes a van.
- The number of people using a tent has increased by 16% since 1976. Those using tent-trailers and travel trailers have decreased.

Recommended Improvements

- 10% feel the campground should be left as is.
- The major area of concern is for showers.
- Another relatively high recommendation was for noise control. However this concern has decreased since 1976.
- Campers seem to be satisfied with improvements to sanitation and other facilities as the percentages of people recommending improvement have decreased in these areas.
- Only 6% feel the reservation system should be left as is. 24% think it should be discontinued and 20% think it should allow for the reservation of specific campsites.

Why Choose Park

- Most people choose the park because it is convenient or from past experience. A relatively high number choose it from past experience.
- Reasons of convenience, past experience, aquatic recreation and recreation activities have increased since 1976. Most other reasons have decreased.

Expenditures

- The total average expenditure per party within 25 miles of the park is $115.00. 26% of this was spent on fuel and transportation, 40% on food and drink, 11% on entertainment and 23% on miscellaneous items.
- The percentage spent on food and drink has decreased by 29% since 1976.

Market Area

- The majority of campers are from the central region of Ontario. A fair number are also from the north-east and south-west regions.
- The percentages from Canada, other Canada and the U.S.A. have remained fairly constant over the years.

Marketing Information

- Most people heard about the park from friends or relatives or from a map or road sign.
- Information centres and parks publications are also important sources of information.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates and rates and other.
- The ranking of importance of printed material upon arrival at the park is: maps, park activities, local attractions, park information and other.
- Compared to other parks, campers place a slightly higher importance on park information relating to history or nature upon arrival at the park.

HOLIDAY BEACH	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	47.0	16.1	2.7	31.2	2.0	1.0	2.5	23.1	15.6	18.0	11.6	8.2	3.8	17.1
83	44.4	20.4	1.2	27.8	5.6	0.6	5.1	28.0	22.3	15.9	14.0	5.7	3.2	5.7

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	4.2	12.4	17.4	23.4	13.3	12.0	17.4		29.9	37.0	26.0	5.2	1.9
83	7.1	8.5	24.1	17.7	14.9	9.2	18.4		26.4	29.5	34.9	7.7	1.6

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	84.6	15.4	9.5	90.5	29.1	7.9	42.3	0.0	0.8		2.5	17.4
83	79.1	20.9	17.5	82.5	27.7	9.9	12.8	0.0	2.8		3.5	43.3

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	23.0	5.3	1.9	0.7	0.0	17.7	10.5	23.5					17.4
83	5.5	2.1	2.7	4.1	0.7	15.1	3.4	17.1					49.4
83	5	2.	2.7	.1	.7	.1	.4	1					9.4

HOLIDAY BEACH	PA CIP N R																	
	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hil	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
77	64.7	74.8	1.5	0.6	6.0	5.6	1.5	47.1	1.1	25.1	69.3	6.0	2.2	1.6	1.3	1.5		
83	69.1	81.5	2.2	5.0	14.5	14.6	9.9	47.2	3.0	30.8	79.9	20.3	8.9	9.7	7.4	22.1		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	53.8	2.4	3.6	1.1	1.8	3.6	11.6	7.8	0.7	0.6	2.9	2.0		8.1	81.8	0.2	15.8	1.9
83	58.9	3.1	1.6	1.6	1.6	3.9	5.4	3.9	2.3		3.9	2.3		7.8	79.8	0.0	20.1	0.0

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	7.0	3.7	38.1	2.1	9.6	0.9	2.1	1.8	6.3	4.1			2.6		2.9	18.8
83	5.4	3.0	36.3	0.6	3.0	1.2	0.6	2.4	11.9	4.2			0.0		3.0	28.6

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	~~Fuel and Transportation~~	Food and Drink	Entertainment	Miscellaneous
77	31	54	3	12
83	45	31	14	10

HOLIDAY BEACH	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	80.1	0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	72.39	1.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)																		
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	2.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	-	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.75	-	1.49	0.00	0.00	0.75

HOLIDAY BEACH	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	57.4	23.8	1.1	15.5	1.1	1.1	1.1	30.6	16.3	21.9	16.1	7.1	1.1	5.9
83	51.0	29.0	0.0	14.0	3.0	3.0	3.0	39.4	14.1	26.3	7.1	7.1	1.0	2.0

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
77	26.4	34.5	31.5	5.5	2.1			51.1	41.4	7.5	83.9	1.4	14.8
83	30.6	23.8	30.6	11.7	3.4			38.0	49.0	13.0	50.5	25.3	24.2

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	0.9	16.0	1.9	3.7	6.0	0.0	5.2	0.4	4.8	35.4	0.7	9.2
82	7.7	19.8	0.0	2.2	3.3	0.0	7.7	2.2	2.2	34.1	1.1	19.8

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
. 77	22.1		3.5	3.5	18.4	4.3	1.1	1.3		1.6	17.6	1.3	23.9
83	25.2		4.5	4.5	4.5	5.4	0.9	1.3		0.9	21.6	0.0	30.7

HOLIDAY BEACH	PR US VISIT TO PARK		VISI PARK LAST YEAR		P I PARK LAST YEAR		MPI EQUI NT						GI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	67.1	32.9	56.8	43.2	31.1	68.9	41.9	22.7	18.9	9.4	5.9	7.4	82.6	1.2	15.5	0.7
83	48.5	51.5	75.0	25.0	72.7	27.3	64.2	19.0	12.7	4.2	13.7	2.1	67.3	2.2	29.2	1.1

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	43.0	75.1	6.7	6.0	27.9	20.1	18.3	74.1	44.1	72.5	15.1	0.0	6.5	1.8	9.4	0.1	12.3
83	54.9	78.1	4.4	5.6	27.2	24.2	30.3	69.6	40.7	89.7	30.0	6.8	15.7	12.2	39.6	2.2	*142.5

*includes sunbathing and walking for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	21.5	2.4	8.5	0.3	1.5	3.6	20.6	1.8	0.3	2.7	6.1	1.2	29.5
83	33.7	7.4	2.1	4.2	3.2	6.3	1.1	0.0	6.3	1.1	3.2	3.2	28.4

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	3.5	3.1	5.9	0.3	2.8	4.5	2.4	1.7	8.0	11.4	36.6		3.5		2.8		13.5
83	4.5	0.0	9.8	2.3	0.8	4.5	0.0	0.0	3.8	8.3	3.0		3.8		4.5		*54.7

HOLIDAY BEACH	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	7	65	18	10
83	21	32	19	28

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	68.8	1.0	0.7	0.0	3.1	1.7	2.1	0.1	0.3	0.5	0.3	0.0	0.3	0.0	0.7	0.0	0.0	0.3
83	38.20	1.12	3.37	0.00	3.37	1.12	0.00	2.25	0.00	0.00	0.00	0.00	2.25	2.25	0.00	1.12	1.12	1.12

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
83	0.00	1.12	1.12	3.37	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	0.1	0.0	0.0	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.25	0.00	0.00	0.00	0.00	0.00	1.12	0.00
3	0.0	.00	00	00	0	00	0	0		0	0.	0.0	0.0	.00	12	00

HOLIDAY BEACH (1983)

DAY USE

Users - A relatively small percentage (44%) of day users are families, compared to other parks, and there are a large percentage of groups of friends (28%). There is also a relatively high percentage of singles (6%).

- 20% of the day users are couples showing a 4% increase since 1977. Singles have also increased by 4%. Families and groups of friends have decreased.
- Parties of 2 persons form the largest percentage of parties visiting the park (28%). Parties of 3 persons are next (22%) and then parties of 4 and 5.
- Parties of more than 8 people have decreased by 11% since 1977, and those of 1, 2, 3 and 5 persons have increased.
- Age group 25-44 contributes 35% of the day users. Visitors between 15 and 24 contribute a high percentage (compared to other parks) of the day users, at 30%. There are very few users over 45 years.
- Since 1977 there has been a decrease of 7% in the age group 15-24, and a corresponding increase in those 25 - 44.

Extent of Use

- 79% of the visitors had visited the park previously, showing a 6% decrease since 1977.
- 55% of these previous visitors visited the park last year (1982) staying an average of 6.4 days in the park that year.
- The average length of stay in the park per visit is 3.5 hours.
- While visiting the park, 37% of the visitors were staying at their permanent residence. 13% were staying at a provincial campground and the same percentage were staying with friends or relatives.

Activities and Use of Facilities

- Over 80% of the day users swim while visiting the park.
- The majority of users also participate in the following activities: relaxing, picnicking, sunbathing and walking.
- Participation rates for all activities except motor boating and using playground facilities have increased since 1977.
- The majority of day users spend most time sunbathing or swimming and participate in an average of 5 activities while visiting the park.
- Figures show a decrease of 30% since 1977 in those who said they spent most time relaxing. However, in 1977 there was not a separate category for sunbathing in the survey. Therefore visitors probably included sunbathing with relaxing in 1977.

- If the above is the case, figures for 'activity spent most time at' have not changed significantly since 1977.
- Visitors mostly say they enjoyed the park for its beach and natural setting. They also enjoyed the weather, fresh air, non-guided trails and the staff.

Recommended Improvements

- A major area recommended for improvement is the beach/swim area. Sanitation is also high on the list.
- Recommendations for more recreation programs and boating have decreased since 1977. Others have remained fairly equal except sanitation which has increased by 6%.

Why Choose Park

- The major reason for choosing the park is its closeness to the visitor's residence, showing an increase of 5% since 1977.
- The percentages choosing it for its natural setting and cleanliness have decreased.

Expenditures

- The total average expenditure per party within 25 miles of the park is $37.00. 45% of this was spent on fuel and transportation, 31% on food and drink, 14% on entertainment and 10% on miscellaneous items.
- This represents a decrease of 23% in the amount spent on food and drink and an increase in the amount spent on fuel and transportation and entertainment.
- Entertainment has increased by 11% and fuel and transportation by 14%.

Market Area

- 75% of the visitors are from the south-west region of Ontario. A large percentage, 18% are also from border provinces.
- Since 1977 there has been a 4% increase in the number of visitors from the U.S.A.

Marketing Information

- 67% of the visitors heard about the park from friends or relatives. A fair number heard about it from a map or road sign. Very few heard about it from an information centre or parks publication.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, attractions, facilities and services, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, local attractions, park information and other.

Park - Specific Topics

- 37% said they use the park in off season.

- 39% had no opinion on the adequacy of park information. 16% found it very adequate, and 28% found it adequate.

CAMPERS

Users - 51% of the campers are families, 29% are couples and 14% are groups of friends. This shows a 6% decrease in the number of families and an increase in couples since 1977.

- The greatest percentage of parties are groups of 2 persons (39%) representing an increase of 9% compared to 1977. Groups of 4 persons are next and then groups of 3. Groups of 4 have also increased since 1977, and there has been a 9% decrease in those of 5 people.

- Equal percentages (32%) of campers are in the age groups 1-14 and 25-44. 24% are in the age group 15 - 24, showing a 10% decrease since 1977. Those between 45 and 64 have increased by 6%.

Extent of Use

- 49% of the campers had visited the park previously showing a 19% decrease in return rate since 1977.

- 75% of these previous visitors visited the park in 1982 representing an 18% increase in those who had visited the year before since 1977.

- 73% of these 1982 visitors camped in the park that year.

- Previous visitors stayed in the park an average of 8.4 days in 1982, and their average length of stay per visit in 1983 was 2.8 nights.

- 49% of the campers were using their trip as a vacation trip showing an 8% increase since 1977. Those using it for a weekend trip have decreased to 38%.

- 51% were using the park as their main destination, and about the same percentages were using it as one of several destinations or a stop over. Those using it as a main destination have decreased by 33% since 1977 and those using it as one of several destinations have increased by 24%.

Activities and Use of Facilities

- The majority of campers participate in the following activities while staying at the park: picnicking, sunbathing, swimming, walking, casual play and relaxing.

- Compared to other parks, biking and use of playground facilities have relatively high participation rates. Motor boating, canoeing, hiking, staff presentations and historic displays have relatively low rates.

- Participation rates for picnicking, biking, relaxing, guided walks, staff recreation, photographing, visiting viewpoints, displays and staff presentations have increased dramatically since 1977. Others have remained fairly equal or decreased slightly.

Activities and Use of Facilities (cont'd)

- Campers say they spend most time relaxing or swimming. Picnicking and biking are also important responses, compared to other parks, and show an increase since 1977.
- Reasons for enjoying the park are for its quiet/relaxing atmosphere, campsites and beach activities.
- 84% said they were aware of the campsite reservation system, but only 22% had previously used it.
- 84% agree with noise control action, and 55% feel it is effective. However, 30% said they don't know if it is effective.

Camping Equipment Used

- 55% use a tent as their major piece of equipment. A fair number had tent trailers, travel trailers and vans.
- 17% had a second piece of equipment which was mainly a tent or a van.
- Since 1977 there has been an increase of 22% in those using a tent. There has also been an increase in those using vans.

Recommended Improvements

- 31% recommend improvement to shower facilities. The beach/swim are is also high on a list of importance.
- Recommendations for other facilities have decreased dramatically since 1977. All other recommendations have decreased except those for the beach/swim area, and campsites.
- 14% think the reservation system should be left as is, and the same percentage think it should be discontinued.
- Recommended improvements are for more publicity and a toll free number.

Why Choose Park

- 34% chose the park because it is close to their residences showing a 12% increase since 1977. Other important reasons compared to other parks are for visiting friends or relatives and for the beach/swim area.
- Since 1977 more people are choosing the park because it is close or convenient, from past experience and for the beach/swim area. Dramatically less people are choosing it for its natural setting.

Expenditures

- The total average expenditure per party within 25 miles of the park is $145.00. 19% of this was spent on fuel and transportation. 32% on food and drink, 21% on entertainment, and 28% on miscellaneous items. This shows a 33% decrease in the amount spent on food and drink and an increase in the amount spent on entertainment and miscellaneous items.

Market Area

- Most campers are from the south-west or central regions of Ontario, or from border states. The percentage from the U.S.A. has increased by 14% since 1977, now having a value of 29%.

Marketing Information

- The greatest percentage learned about the park from friends or relatives. A map or road sign and an information centre were next most important.

- Parks publications were relatively unimportant compared to other parks, and only 1% heard about the park from each of a magazine, newspaper or radio.

- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: facilities/services, maps, attractions and other.

- Compared to other parks, campers place a much higher than average importance on printed material about facilities and services, and a low importance on maps.

- The ranking of importance of printed material upon arrival at the park is: maps, park activities, local attractions, park information and other.

Park - Specific Topics

- 10% said they did not use any attractions or facilities in communities near the park.

- 37% said they used stores.

- Others used by less than 10% of the campers were: beaches, restaurants, nuclear plant, docks, theatre, other parks,museum and sightseeing.

IROQUOIS BEACH	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
79	61.6	21.0	0.9	13.4	1.1	2.0	2.9	21.8	16.6	22.1	14.5	7.8	4.0	10.3
83	61.5	18.9	0.7	17.5	1.4	0.0	1.5	27.0	13.1	20.4	14.6	9.5	8.0	5.8

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
79	3.6	9.2	20.6	21.4	16.2	12.6	16.2		32.3	22.5	32.6	9.3	3.2
83	0.7	3.5	13.5	20.6	24.8	13.5	23.4		33.6	20.8	33.6	9.2	2.8

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
79	74.1	25.9	13.1	86.9	50.2	3.2	35.9	1.1	0.2	0.6	0.9	92.1
83	80.4	19.6	25.6	74.4	27.3	5.0	13.7	0.7	0.0	2.2	0.7	50.4

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
79	15.5	14.9			3.7	8.8	4.5	28.0		1.1	5.8	5.9	8.0
83	31.3	0.5			1.6	10.4	5.7	9.4		1.0	3.6	2.1	34.3

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IROQUOIS BEACH	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hik	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoin	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
79	57.8	80.5	1.6	1.1	5.0	5.3	1.2	45.6	1.2	5.3	57.8	6.4	0.5	1.6	0.9	3.4	12.5	2.5
83	76.1	94.3	0.8	2.4	11.3	7.1	0.8	68.2	1.6	8.7	89.6	8.1	5.6	2.4	3.2	16.8	68.9	98.9

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
79	32.5	2.5	3.4	2.1	6.0	2.2	6.4	14.5	12.1	1.0	4.2	8.3	1.9	2.8	100.0	0.0	0.0	0.0
83	30.7	1.8	0.6	1.2	4.3	6.7	1.2	10.4	0.0		8.6	4.3	0.0	11.7	95.5	1.5	2.2	0.0

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
79	14.2	11.9	10.6	1.0	14.8		2.3	1.3	9.0	15.2	3.2	1.6				14.9
83	18.3	13.3	14.2	1.7	4.2		0.8	2.5	7.5	4.2	2.5	0.0				30.8

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
79	24	55	3	19
83	31	44	4	21

IROQUOIS BEACH	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
	PERMANENT RESIDENCE BY COUNTY																	
79	0.6	0.4	0.2	0.2	31.5	19.3	1.9	32.6	0.6	0.0	0.0	0.2	1.9	2.4	0.4	1.1	0.2	0.6
38	0.75	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.75	0.00	0.00	1.49	1.49

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
79	0.0	0.2	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4	0.0	0.0	0.4	0.4	0.0	0.2
83	0.00	0.00	0.00	1.49	1.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissin	Parry Sound	Sudbury	Timikaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
79	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.9
83	0.00	0.00	0.00	0.75	-	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00

IROQUOIS BEACH (1983)

DAY USE

Users - 62% are families. Couples and groups of friends make up the second highest percentages at about 18% each. Groups of friends have increased by about 4% since 1979.

- Parties of 2 and 4 persons make up almost 50% of the total number of parties. Groups of 3 and 5 are the next most important, and there are a relatively large number of parties of 6 or more. This makes an average party size of 4.8 people.
- Equal percentages (34%) of the day users are in each of the two age groups: 1-14 and 25-44. Those between the ages of 15 and 24 make up 21% of the visitors. The age distribution has not changed significantly since 1979.

Extent of Use

- 80% of the users had visited the park previously showing a 6% increase since 1979.
- 78% of those who visited the park previously, used the park in 1982, and spent an average of 9 days in the park that year.
- The average length of stay per visit to the park is 4.2 hours.
- While visiting the park, most people were staying at their permanent residence, at a provincial campground, or with friends or relatives.

Activities and Use of Facilities

- There is a greater than 80% participation rate for sunbathing, swimming and relaxing.
- The majority of day users also participate in the following activities while visiting the park: casual play, picnicking and walking.
- Other activities are of relatively low importance.
- Participation rates for all activities except motor boating and biking have increased significantly since 1979. This shows participation in more and a greater variety of activities.
- 36% of the visitors said they spent most time sunbathing. Swimming and relaxing were also frequent responses.
- While visiting the park, visitors participate in an average of 5.3 activities.
- 31% said they enjoyed the park for its quiet/relaxing atmosphere. This response has increased by 17% since 1979.
- Many also enjoyed the park for the beach activity and natural setting.
- Those saying they enjoyed the park for the beach or because they found the park clean, have decreased by 19% and 14% respectively since 1979.

Recommended Improvements

- 18% think the park should be left as is, giving a 4% increase in this response since 1979.
- Areas recommended for improvement are the picnic area and the beach/swim area, showing slight increases since 1979.
- Recommendations for more recreation programs and concessions are fairly small, having decreased by 11% each since 1979.

Why Choose Park

- 31% chose the park because it was close to their residence. A relatively large percentage also chose it because they found the park clean and well kept.
- Those who chose the park from past experience or for the recreation opportunities have increased by approximately 5% each since 1979. Those who chose it for the beach/swim area have decreased drastically by (12%) since 1979.
- Reasons of finding the park clean, quiet or for its natural setting have decreased by approximately 4% each.

Expenditures

- The total average expenditure per party within 25 miles of the park is $40.00 having increased by $35.00 since 1979.
- 44% of the total expenditure was spent on food and drink, 31% on fuel and transportation, 21% on miscellaneous items, and 4% on entertainment.
- The amount spent on food and drink has decreased by 11% since 1979. That spent on fuel and transportation has increased by 7%.

Market Area

- 80% of the day users were from the south-west region of Ontario. A fair number were also from the central region.
- In 1979, 100% of the day users were from Ontario, but a few in 1983 were from other parts of Canada and the U.S.A.

Marketing Information

- 59% heard about the park from friends or relatives. 15% heard about it from a map or road sign. Other sources of information in order of importance are: an information centre, a parks publication, and a magazine.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: facilities and services, maps, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, local attractions, park information and other.

Park - Specific Topics

- 27% of the users said they use the park in off season.
- Most people find park information adequate to very adequate, with 24% having no opinion.

CAMPERS

(comparison information not available)

Users

- 60% were families. Couples were next at 27%, and then groups of friends at 9%. There were a few organized groups but no singles.
- The average party size was 3.6 people, with most people in groups of 2 or 4.
- 69% were in the age groups 1-14 or 25-44. There were very few (2%) over 65 years of age.

Extent of Use

- 55% had visited the park previously, and 86% of these previous visitors used the park in 1982, spending an average of 9.2 days in the park that year.
- 92% of those who visited the park in 1982, camped in the park that year.
- The average length of stay per visit is 3.9 nights.
- The park is mainly a destination park, as 79% were using it as their main destination.
- 55% were using the park during a vacation trip, and 39% on a weekend trip.

Activities and Use of Facilities

- There was a greater than 80% participation rate for sunbathing, swimming, walking and relaxing.
- The majority of campers also participate in the following activities while visiting the park: picnicking, hiking, and using playground facilities.
- Compared to other parks, motor boating and canoeing have relatively low participation rates, and also have the lowest participation rates for the park.
- Biking and staff recreation have comparatively high participation rates.
- The majority of campers spend most time relaxing or swimming.
- They enjoyed the park mainly for its cleanliness, the quiet/relaxing atmosphere and the campsites.

Activities and Use of Facilities

- 93% said they were aware of the campsite reservation system, and 40% had previously used it.
- 92% agree with noise control action, and 79% found it was effective.

Camping Equipment Used

- 36% were using a tent trailer as their major piece of equipment. Those using a tent were not far behind (33%) and then there were those using a travel trailer at 21%.
- 22% had a second piece of equipment which was a tent most of the time and sometimes a van.

Recommended Improvements

- 13% thought the park should be left as is.
- Major recommendations were more recreation programs and showers.
- Trails, sanitation, other facilities and campsites were other minor areas of recommendation for improvement.
- 24% think the campsite reservation system should allow for the reservation of specific campsites. However, the same percentage think the reservation system should be discontinued. 12% think more sites should be available for reservation.

Why Choose Park

- The two major reasons for choosing the park were because it was close to the campers' residence, and for the good facilities and recreation opportunities.
- Other reasons were because people find it clean and well kept, for the beach/swim area, or from past experience.

Expenditures

- The total average expenditure per party within 25 miles of the park is $111.00.
- 25% of this was spent on fuel and transportation, 49% on food and drink, 5% on entertainment, and 21% on miscellaneous items.

Market Area

- 52% of the campers were from the south-west region of Ontario, and 36% from the central region. A few were from the eastern region, other U.S.A., and border states.

Marketing Information

- 52% heard about the park from friends or relatives. A fair number also heard about it from a map or road sign, a parks publication or information centre.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: facilities and services, maps, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, local attractions, park information, and other.

Park - Specific Topics

- Stores and beaches are the two most widely used facilities in communities near the park.
- 7% went to a restaurant, 2% to a church, 2% went sightseeing, and 1% visited the docks.

IVANHOE LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	63.8	24.5	0.0	9.1	1.2	1.4	1.2	28.6	15.7	25.3	16.2	5.9	2.9	4.2
83	53.5	39.5	0.0	6.2	0.8	0.0	0.0	41.4	21.1	24.2	7.0	3.1	0.0	3.1

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
76	35.2	12.2	36.0	13.9	2.7			25.1	67.6	7.2			
83	28.8	7.5	39.8	19.0	4.8			19.5	78.9	1.6			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
76	0.0	22.9	1.6	5.0	11.9	7.1	2.5	1.8	7.9	32.2	0.4	6.7
83	3.5	18.4	3.5	5.3	18.4	11.4	1.8	0.0	0.9	28.1	0.9	7.9

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
76													

IVANHOE LAKE	P OUS VISIT TO PARK		VI D PARK LAST YEAR		AMP PARK LAST YEAR		AMP EQ ENT D						RIC			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
76	27.4	52.6			51.8	48.2	40.4	28.1	22.6	9.9	6.5	4.6	88.4	1.6	8.2	1.8
83	50.0	50.0			96.8	3.2	39.5	21.8	23.4	10.5	9.6	11.3	76.1	0.8	21.5	1.7

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
76	23.3	73.6	25.1	24.3	48.5	42.5	13.7	48.9	6.5	76.1	43.9	12.3	16.9	12.1	31.5	20.7	4.7
83	25.2	81.5	31.5	21.8	57.3	43.9	22.6	46.0	7.8	89.6	60.5	10.5	25.6	25.8	50.8	33.9	*139.4

*includes walking and sunbathing for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
76	3.9	15.4	11.6	1.5	3.0	6.4	10.8	3.2	8.7	9.1	1.4	3.7	21.1
83	6.2	17.9	6.9	2.1	5.5	11.7	3.4	1.4	8.3	9.7	12.4	4.1	10.4

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
76	10.4	1.0	3.5	5.0	1.6	7.9	4.7	2.4	12.3	24.3	12.1		2.0		7.1		5.7
83	9.7	0.7	3.4	2.8	4.8	2.8	3.4	0.0	2.1	4.1	11.7		2.1		5.5		*46.9

IVANHOE LAKE	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

	PERMANENT RESIDENCE BY COUNTY Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	1.3	0.2	0.5	0.0	2.1	0.0	0.6	0.3	0.0	0.4	0.4	1.0	2.1	0.4	1.8	2.1	1.5	1.9
83	0.83	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.83	0.00	1.65	0.83	0.83	3.31	0.83	2.48	1.65

	PERMANENT RESIDENCE BY COUNTY (con't) Dufferin	Simcoe	York	Metro Toronto	Durham	Victori	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.0	1.5	1.4	7.8	2.0	0.4	0.7	1.1	0.5	0.2	0.2	0.5	0.4	0.0	0.2	0.0	0.0	0.6
83	0.83	2.48	0.00	4.13	0.83	0.00	2.48	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.83

	PERMANENT RESIDENCE BY COUNTY (con't) Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochran	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.0	0.0	0.0	1.4	0.2	0.0	0.4	0.4	8.6	3.8	31.1	0.0	6.1	1.6	0.0	0.6
83	0·00	0·00	0·00	0·00	0·00	0·00	0·00	0·00	4·13	1·65	36·36	0·00	4·96	1·65	0·00	0·00
83	0.	0.	0.	0.	.00	.00	.00	.00	13	55	.36	0	[illegible]	1.	0.	0.

IVANHOE LAKE (1983)

DAY USE

(comparison with previous year not available)

Users - Day users are primarily families; groups of 2, 4 and 5 people; age groups 1-14 and 25-44.

- Families make up 55% of the camping parties. Groups of friends are next and then couples. There are also a fair number of organized groups.
- The average party size is 4.1 people.

Extent of Use

- 60% of the users had visited the park previously.
- 64% of those previous visitors visited the park in 1982, spending a comparatively high average of 16.4 days in the park that year.
- The average time spent in the park per visit is 3.3 hours.
- Users were mainly staying at a permanent residence, provincial campground or with friends or relatives while visiting the park.

Activities and Use of Facilities

- Greater than 80% of the users picnic and swim while visiting the park.
- Other activities participated in, by the majority of visitors to the park are: relaxing and sunbathing.
- Participation rates are lower than average for all activities except guided walks, staff recreation, staff presentations and motor boating.
- 38% said they spent most time swimming. Picnicking, relaxing and sunbathing were also important responses.
- Visitors participate in an average of 4.9 activities while visiting the park, and enjoy the park mainly for the beach. The parks quiet/relaxing atmosphere, natural setting, weather and beach activity were also important reasons for enjoying the park.

Recommended Improvements

- 16% think the park should be left as is.
- 22% recommend improvement to showers.
- Other minor recommendations are to improve boating and to develop more recreation programs.

Why Choose Park

- 41% chose the park because it was close to their residence. Other relatively major reasons were because it was recommended by friends, for visiting friends or relatives, or out of general interest.

Expenditures

- The total average expenditure per party within 25 miles of the park is $65.00. 30% of this was spent on fuel and transportation, 31% on food and drink, 20% on entertainment and 19% on miscellaneous items.

Market Area

- 79% of the visitors are from the northern region of Ontario. A few are from the central, north-eastern and south-western regions. Virtually none are from other parts of Canada or the U.S.A.

Marketing Information

- 65% heard about the park from friends or relatives. Other sources of information in order of importance are: maps or road signs, information centres and the radio/TV.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, local attractions, park information, park activities and other.

CAMPERS

Users - The majority of campers are families, groups of 2, 3 and 4 persons; in the age groups 25-44 and 1-14. A fairly large percentage of campers are also couples, and people over 45 years of age.

- Families have decreased by 10% and couples have increased by 15% since 1976. Parties of 2 persons have increased, corresponding to the increase in couples. Those over the age of 25 have increased, and those in the age groups 1-14 and 15-24 have decreased over the past 7 years.

Extent of Use

- Half of the visitors had previously visited the park, showing a 23% increase in the return rate since 1976.
- 49% of the previous visitors visited the park in 1982, and spent an average of 8.4 days in the park that year.
- 97% of the previous visitors who visited in 1982 camped in the park that year.
- The average length of stay per visit to the park is 3.6 nights.
- The park is used mainly as a destination park for vacation trips. 11% more people are using the park for vacation trips rather than weekend trips, compared to 1976.

Activities and Use of Facilities

- Most campers swim, walk and relax while visiting the park. These three activities have a greater than 80% participation rate.

Activities and Use of Facilities (cont'd)

- The majority of campers also participate in the following activities while visiting the park: sunbathing, fishing, viewing and photographing, and visiting viewpoints/lookouts.

- Participation rates are relatively high compared to average values for: motor boating, fishing, biking, visiting viewpoints/lookouts, staff recreation, and staff presentations.

- Participation rates have increased since 1976 for the following activities: swimming, motor boating, fishing, biking, photographing, relaxing, visiting viewpoints, participating in staff recreation and visiting displays and presentations.

- Campers participate in an average of 7.5 activities while in the park.

- Campers spend most time relaxing, swimming or fishing while in the park, and enjoy the park mainly for its quiet/relaxing atmosphere, its campsites, and beach/swimming area.

- 79% said they were aware of the campsite reservation system, but only 17% had previously used it.

- 91% agree with noise control action, and 77% found it effective.

Camping Equipment Used

- 30% of the campers used a tent as their major piece of equipment, and fairly equal percentages used a tent trailer or a travel trailer. Compared to other parks, a very large percentage (11%) were using a motor home.

- 17% had a second piece of equipment which was mainly a tent or a van.

- Since 1976, more people are using vans or motor homes and less people are using tent trailers.

Recommended Improvements

- 10% think the park should be left as is.

- Major areas recommended for improvement are showers, and other facilities.

- Since 1976, concern for sanitation has dropped drastically, and recommendations for noise control have also dropped significantly.

- 10% think the reservation system should be left as is, and 15% think it should be discontinued. Recommendations are to allow for the reservation of specific campsites and to have a toll free number.

Why Choose Park

- The major reasons for choosing the park are convenience, past experience, the good facilities and recreation opportunities, the aquatic recreation, and the beach/swimming area.

Why Choose Park (cont'd)

- Since 1976, more people are choosing the park from past experience and for the recreation activities. Less people are choosing it for the natural setting or because it was recommended by friends.

Expenditures

- The total average expenditure per party within 25 miles of the park is $146.00 showing a $115.00 increase since 1976.
- 37% of the total expenditure was spent on food and drink, 25% on fuel and transportation, 26% on miscellaneous items, and 12% on entertainment.

Market Area

- Most campers are from the northern and central regions of Ontario. 13% are from border states, and a fair number are from the north-east region of Ontario and from other U.S.A.
- The percentage from the U.S.A. has increased greatly since 1976.

Marketing Information

- 43% heard about the park from friends or relatives. Large percentages also heard about it from a map or road sign, information centre or parks publication. A few also heard about it from a magazine.

Park - Specific Topics

- In response to a question asking campers to specify where they heard about the park, 25% to 30% said they heard about it from each of: "Camping Ontario", a road map or from friends or relatives. Only 6% said they heard about it on CKGB radio.

KETTLE LAKES	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	61.0	9.6	3.6	22.5		3.6	1.4	15.3	10.8	24.0	11.1	12.5	7.2	17.7
83	56.6	15.7	2.4	21.7		3.6	2.4	19.3	24.1	20.5	18.1	8.4	3.6	3.6

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
75	1.3	6.4	11.9	14.0	16.5	13.3	36.6		33.9	24.4	28.4	10.0	3.3
83	3.7	5.0	5.0	11.2	23.7	15.0	36.2		31.9	24.3	36.1	4.2	3.5

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
75	86.3	13.7	21.8	78.2	57.0	7.7	22.2	2.0	0.0		1.9	9.1
83	87.1	12.9	31.0	69.0	33.3	8.6	23.5	1.2	2.5		2.5	28.4

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
75													

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KETTLE LAKES	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hike	Bike	Casual Play	Presentations	Playground	Relax	Viewpoin	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
75	80.7	85.8	1.2	9.7	9.9	14.2	2.8	37.5		7.0	60.9	12.3	2.4	4.1		4.1		1.5
83	86.1	92.3	0.0	15.2	29.9	85.7	4.7	63.8		30.3	89.2	32.8	4.8	12.7		27.7		*114.9

** includes sunbathing for '83*

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
75	58.2	2.2	0.6	3.1	0.3	2.8	1.6	10.7	1.8					18.6	95.5	0.8	0.1	3.4
83	46.7	2.7	1.3	1.3	1.3	2.7	4.0	6.7	0.0					25.4	97.3	2.6	0.0	0.6

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpretive	Information	Noise Control	Sanitation	Concessions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
75	20.4	3.8	5.2	1.1	2.1		0.5		0.8	0.5				2.1		63.5
83	15.8	3.5	15.8	0.0	7.0		3.5		1.8	3.5				1.8		47.4

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	~~Fuel and Transportation~~	Food and Drink	Entertainment	Miscellaneous

KETTLE LAKES	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
75	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.3	0.0
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
75	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
83	0.00	0.00	0.00	1.32	0.00	0.00	0.00	1.32	0.00	0.00	0.00	1.32	0.00	0.00	0.00	0.00	0.00	2.63

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timikaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
75	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	87.7	0.0	0.7	0.3	0.6	0.0
83	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	89.47	-	1.32	0.00	0.00	0.00

KETTLE LAKES	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	61.3	18.1	0.6	16.1		3.9	2.7	24.6	14.2	28.9	13.4	7.0	4.3	4.9
83	57.1	31.9	0.0	6.6		4.4	3.3	34.4	10.0	30.0	11.1	6.7	3.3	1.1

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
75	34.5	20.8	30.6	11.5	2.6			44.9	43.5	11.6			
83	29.4	13.2	36.3	17.2	4.0			23.1	69.2	7.7			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other

KETTLE LAKES	PRI US VISIT TO PARK		VISI PARK LAST YEAR		P I PARK LAST YEAR		MPI QUI NT						GIN			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
75	47.9	52.1											87.1	4.1	5.4	3.4
83	43.3	56.7											81.8	6.8	9.1	2.3

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
75	27.9	69.9	1.1	14.8	24.2	29.3	7.3	40.4	4.4	76.3	20.0	7.6	18.7		19.7	18.7	0.0
83	44.6	72.7	0.0	32.9	34.5	*135.2	19.0	51.8	25.6	88.2	45.9	16.9	26.8		54.1	26.8	**81.2

*includes walking and unguided hikes **includes sunbathing and staff recreation for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
75	23.1	21.6	11.4	6.8	3.0	4.9	3.4	0.8	1.1	1.9	0.4	0.0	21.6
83	17.2	22.2	4.0	3.0	4.0	5.1	9.1	2.0	3.0	1.0	15.2	0.0	14.1

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
75	20.0	0.5	4.5	5.0	0.5	5.5	2.0	1.0	10.5	21.0	13.5		1.5		6.5		9.0
83	10.3	0.0	3.4	1.1	1.1	5.7	0.0	5.7	3.4	16.1	8.0		2.3		9.2		*33.3

KETTLE LAKES (1983)

DAY USE

Users - 57% of the parties visiting the park are families. This represents a decrease of 4% since 1975.

- Couples have increased by 6% since 1975, and now represent 16% of the total number of parties.
- Parties of 3 persons make up 24% of the total number of parties, with parties of 2, 4 and 5 persons close behind at approximately 19% each.
- Parties of 3 persons have increased by 13% since 1975, and there has been a significant decrease in parties of 6 or more persons.
- 36% are in the age groups 25-44 and 32% from 1-14. There is a very small percentage over the age of 45 which shows a 6% decrease in this age group since 1975.

Extent of Use

- 87% of the visitors have visited the park previously, showing little change over the past 8 years.
- 78% of these previous visitors visited the park last year (1982).
- 36% spend over 6 hours in the park per visit and 85% spend at least 3 hours in the park.
- Since 1975, people seem to be spending slightly longer hours in the park.
- Previous visitors spent an average of 10.5 days in the park in 1982.

Activities and Use of Facilities

- Activities with a greater than 80% participation rate are swimming, sunbathing, relaxing and picnicking.
- Other activities participated in by the majority of day users are walking and casual play.
- Canoeing and hiking are important activities if compared to the average participation rates for all parks surveyed.
- Participation rates have increased for virtually all activities (except motor boating which has decreased to 0%) since 1975.
- 33% of the visitors spend most time swimming, representing a decrease of 24% since 1975.
- Visitors participate in an average of 5.9 activities while in the park.
- The major reasons for enjoying the park are its beach activity and quiet/relaxing atmosphere.

Recommended Improvements

- 16% recommend leaving the park as is.
- Many recommend improving the beach/swim area.
- A few recommend having more recreation programmes and other facilities.
- There has been an 11% increase in concern for the beach/swim area since 1975.

Why Choose Park

- 47% choose the park because it is close to their residence, showing an 11% decrease since 1975.
- More people are choosing the park for its good facilities and recreation opportunities.

Expenditures

- Total expenditures per party within 25 miles of the park are $24.00. 44% of this was spent on fuel and transportation, 49% on food and drink, 6% on entertainment, and 4% on miscellaneous items.

Market Area

- 89% of the day users are from the northern region of Ontario. There are virtually no visitors from the U.S.A.

Marketing Information

- 67% of the users heard about the park through friends or relatives.
- A map or road sign and information centres are also of fair importance.
- The ranking of importance of printed material from most important to least important prior to visiting the park is: maps, facilities/services, attractions, operating dates/rates and other.
- Compared to the average for all parks, a large percentage felt an importance for 'other' printed material prior to arrival at the park. However, the nature of the other material was unspecified.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, local attractions, park information and other.
- Importance of printed material on park activities seems to be greater than for the majority of parks.

CAMPERS

Users - Camping parties are mainly families and couples.

- 57% of the camping parties are families. Couples are at 32%.
- Families have decreased by 4% since 1975 and couples have increased by 14%. Groups of friends have decreased dramatically.
- Parties travel mainly in groups of 2 or 4 persons. Parties of 2 persons have increased by 10% since 1975.
- Campers between the ages of 25 and 44 comprise 36% of the total campers, representing a 6% increase since 1975. Campers in the age group 1-24 have decreased since 1975.

Extent of Use

- 43% of the campers have visited the park previously, showing a decline of 5% since 1975.
- 49% of these previous visitors visted the park last year (1982), and 83% of those who visited in 1982 camped in the park that year. These previous visitors spent an average of 9.6 days in the park last year.
- The average number of nights spent in the park per visit is 3 nights.
- There has been a dramatic increase in those using the park for vacations, rather than weekend trips. 69% now use the park for a vacation trip.
- 44% use it as their main destination and the rest use it as one of several destinations or as a stopover.

Activities and Use of Facilities

- The majority of campers participate in the following activities: sunbathing, swimming, hiking, walking, casual play, view/photo, and relaxing.
- Other major activities include picnicking, canoeing, fishing, use of playground, visiting viewpoints/lookouts and historic displays, participating in staff recreation and attending staff presentations.
- Participation rates are up since 1975 in all activities except motor boating which is down to 0%.
- Campers spend most time relaxing and swimming and enjoy the park for a number of different reasons. The greatest of these reasons are the campsites and the quiet/relaxing atmosphere.
- 85% said they were aware of the campsite reservation system, however, only 20% had used this system previously.
- 88% of the campers agree with noise control action and 61% feel it is effective.

Camping Equipment Used

- The majority of campers use a tent or tent-trailer.
- A relatively high 28% use a second piece of equipment when compared to most other parks. The second piece is usually a tent or a van.

Recommended Improvements

- 10% recommend leaving the park as is.
- A high percentage feel there is a need for improvement of sanitation.
- Also recommended are improvements to campsites, other facilities, more recreation programs, information services and showers.
- Concern for campsites and information has increased over the past 8 years, however most other concerns have decreased slightly.
- 20% feel the reservation system should be left as is, and 15% feel it should be discontinued.
- The major recommendation for improvement to the reservation system is to allow for reservation of specific campsites.

Why Choose Park

- The greatest percentage of people choose the park for its convenience which is about the same as in 1975.
- Other major reasons are because it is close to the campers residence and for its good facilities and recreation opportunities. The reason of 'other recreation' has increased by 15% since 1975.

Expenditures

- The total average expenditure per party within 25 miles of the park is $162.00. 23% of this was spent on fuel and transportation, 49% on food and drink, 9% on entertainment, and 17% on miscellaneous items.

Market Area

- 34% of the campers are from the northern region of Ontario and 28% from the central region. There are about 6% each from border provinces and border states.
- Campers from the U.S.A. and other Canada have increased by 4% and 3% respectively since 1975.

Marketing Information

- Most of the campers learned of the park from friends and relatives or from a map or road sign. Information centres and parks publications are also important sources.

Marketing Information (cont'd)

- The ranking of importance of printed material prior to arrival at the park is as follows: maps, facilities/services, attractions, operating dates/rates and other.
- Relative to other parks, campers placed slightly lower importance on 'other' printed material.
- The ranking of importance of printed material upon arrival at the park is: maps, park activities, local attractions, park information and other.
- Most people held neutral responses when asked about the importance of information relating to history and nature.

MacGREGOR POINT	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
79	53.9	35.2	0.4	8.2	1.2	1.0	1.3	39.3	12.2	25.8	13.2	5.5	1.5	1.3
83	42.2	40.6	0.3	12.3	1.3	3.2	1.3	43.7	11.7	23.9	11.0	4.2	1.0	3.2

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
79	32.3	17.0	38.2	9.5	2.9	50.7	49.3	26.9	70.1	2.9	46.5	32.2	21.3
83	24.2	19.3	43.4	10.8	2.4	51.9	48.1	37.4	60.3	2.3	61.8	25.5	12.7

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
79	1.0	17.0	0.0	0.3	1.0	10.9	3.3	2.5	8.1	45.8	1.0	0.3
83	3.9	16.8	0.4	0.0	0.7	8.8	3.2	2.8	1.1	35.8	0.7	26.0

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
.79	15.7	1.4	6.4	2.8	15.7	10.0	0.1	7.0	2.5	5.9	19.4	4.8	8.4
83	19.0	1.5	4.5	3.0	7.3	10.7	0.6	1.7	2.1	2.1	25.9	6.4	17.2
[illegible]	0	6	[illegible]	3.	[illegible]	1	[illegible]	1.	2.	2.	23.	.4	.2

CAMPER

MacGREGOR POINT	PR[illegible]OUS VISIT TO PARK		VIS[illegible] PARK LAST YEAR		[illegible]P [illegible] PARK LAST YEAR		[illegible]MP[illegible] EQU[illegible]NT [illegible]						[illegible]IGI[illegible]			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
79	29.9	70.1	17.9	82.1	31.6	68.4	45.3	28.3	14.7	5.0	10.1	4.3	78.9	3.7	15.8	1.6
83	34.3	65.7	56.4	43.6	91.2	8.8	61.0	26.9	10.2	5.3	7.3	5.3	80.3	2.0	17.6	2.3

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
79	29.6	64.1	1.8	4.5	6.8	54.4	12.1	43.7	3.5	77.6	40.5	7.6	20.8	2.3	19.9	19.9	
83	43.5	82,9	2.3	5.0	9.2	71.0	16.5	54.7	27.1	93.6	59.7	14.2	44.9	22.4	66.9	24.4	

	REASON FOR CHOOSING PARK													
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
79	10.4	12.9	8.5	2.0	9.1	4.1	9.1	3.8	4.8	0.1	0.7	4.4	30.0
83	9.6	7.5	8.5	2.7	13.1	5.3	3.2	2.1	5.9	0.0	15.5	5.1	21.6

	RECOMMENDED IMPROVEMENTS																	
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
79	8.6	2.5	6.1	1.3	7.8	8.4	2.3	6.5	1.5	4.0	12.2	3.4	4.4	9.2	8.0	2.7	11.1
83	9.6	0.3	11.5	2.5	5.4	4.1	3.2	5.4	3.8	6.1	6.7	8.6	5.7	2.5	4.8	1.3	18.5

CAMPER

MacGREGOR POINT	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
79	20	48	11	20
83	23	43	12	22

	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
79	4.5	1.0	3.5	1.8	6.7	1.0	1.0	1.6	1.4	4.7	2.2	5.1	10.2	1.0	3.1	4.3	4.5	3.1
83	1.36	1.69	1.36	1.02	8.81	0.68	1.36	0.68	1.36	3.05	2.37	4.75	10.51	2.37	1.69	4.75	4.41	5.42

	PERMANENT RESIDENCE BY COUNTY (con't)																		
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
79	0.4	1.4	1.0	7.0	0.8	0.0	0.0	0.0	0.2	0.0	0.2	0.4	0.2	0.0	0.4	0.2	0.2	1.0
83	0.34	1.02	2.37	10.85	1.36	0.00	0.34	0.00	0.34	0.00	0.34	0.34	0.00	0.00	0.00	0.00	0.00	0.68

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
79	0.4	0.0	0.4	1.6	0.0	0.0	0.2	0.4	0.4	0.0	0.4	0.0	0.2	0.0	0.0	0.0
83	0.00	0.00	0.00	3.05	0.00	0.00	0.34	0.00	1.02	0.00	0.34	0.00	0.00	0.00	0.00	0.00

CAMPER

MACGREGOR POINT (1983)

(comparison information not available with a previous year)

DAY USE

Users - The majority of users were families; groups of 2 and 4 people; age groups 1-14 and 25-44. There were very few singles or organized groups.

- The average party size was 3.8 people.

Extent of Use

- 48% had visited the park previously.
- 52% of these previous visitors visited the park in 1982, and spent an average of 6 days in the park that year.
- The average length of stay per visit to the park is 4.7 hours, with 33% staying over 6 hours.
- While visiting the park most people were staying at a provincial campground (43%), their permanent residence (22%) or with friends or relatives (16%).

Activities and Use of Facilities

- There was a greater than 80% participation rate for each of relaxing, sunbathing and swimming.
- The majority of day users also participated in the following activities while in the park: casual play, picnicking, fishing and walking.
- The attendance of staff presentations was quite high compared to most parks.
- The lowest participation rates were for motor boating and hiking.
- While in the park, visitors participated in an average of 6.6 activities, and spent most time swimming, sunbathing or relaxing.
- People enjoyed the park mostly for the beach, the natural setting and the weather.

Recommended Improvements

- 12% think the park should be left as is.
- 29% recommend improvement to the beach/swim area. Others suggest improvements to sanitation, showers and more recreation programs.

Why Choose Park

- The major reasons people choose the park are because it is close to their residence, they find it quiet and uncrowded, or out of general interest.

Expenditures

- The total average expenditure per party within 25 miles of the park was $83.00. 19% of this was spent on fuel and transportation, 41% on food and drink, 6% on entertainment, and 34% on miscellaneous items.

Market Area

- Most visitors were from the central and south-west regions of Ontario.
- A few were from the north-east and eastern regions, border provinces, other Canada and border states.

Marketing Information

- 37% heard about the park from friends or relatives, and 26% from a map or road sign. Parks publications and information centres were also important sources of information.
- A relatively high percentage (5%) heard about the park from a newspaper.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, facilities and services, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important was: maps, park information, local attractions, park activities, and other.

Park - Specific Topics

- 15% said they use the park in off-season.
- The major off-season activities participated in, from most important to least important are: walking/hiking, x-country skiing, bird watching, camping and fishing.
- 56% of the visitors said they were aware of the visitor centre, and 54% had visited the centre.
- Only 6% said they would be interested in joining a volunteer association, but 40% were undecided.
- Most people find park information adequate to very adequate.

CAMPERS

Users - 88% of the campers were families or couples, with fairly equal percentages of each. There were also a fair number of groups of friends.

- 44% were parties of 2 persons. Parties of 4 were next (at 24%) and then parties of 3 and 5 (at 11% each).
- 43% of the campers were in the age group 25-44. The next most important age group was 1-14, then 15-24.

Extent of Use

- 34% had visited the park previously, showing a slight increase in the return rate since 1979.
- 56% of these previous visitors visited the park in 1982, spending an average of 5.4 days in the park that year.
- 91% of those who visited the park in 1982 camped in the park that year.
- The average length of stay per visit to the park is 3.2 nights.
- The park is mainly a destination park with most people using it during a vacation trip rather than a weekend trip. Since 1979, 15% more people are using the park as their main destination. However, 10% less are using it during a vacation trip and 10% more for a weekend trip.

Activities and Use of Facilities

- There was a greater than 80% participation rate for swimming, walking and relaxing.
- The majority of campers also participated in the following activities while in the park: sunbathing, hiking, casual play, viewing and photographing, visiting viewpoints and lookouts.
- The participation rate for visiting historic displays was fairly high, and the lowest rates were for motor boating, canoeing and fishing.
- Participation rates have increased significantly for all activities since 1979, showing people are participating in more activities while in the park.
- 36% said they spent most time relaxing. A number also said they spent most time swimming, sunbathing or hiking. This has not changed much since 1979.
- Campers say they enjoyed the park mostly for the campsites, the quiet/relaxing atmosphere and the beach/swimming area.
- Since 1979, less people say they enjoyed the park for the natural setting, and more people for the campsites and because they find it quiet.
- 86% said they were aware of the campsite reservation system, and 35% had previously used it.
- 90% agree with noise control action, and 70% found it effective.

Camping Equipment Used

- The majority of campers had a tent as their major piece of equipment, and a large number had a tent-trailer.
- 17% had a second piece of equipment,which was mainly a tent or a van, and sometimes a tent-trailer.
- The number of campers using a tent has increased by 16% since 1979.

Recommended Improvements

- 10% suggested the park should be left as is.
- The beach/swim area was the area most recommended for improvement.
- Recommendations by over 5% of the campers were to trails, information services, sanitation, other facilities, showers and concessions.
- Recommendations for recreation, other facilities, animal control and campsites have decreased since 1979.
- Recommendations for showers, sanitation, and the beach/swim area have increased slightly.
- 17% think the reservation system should be left as is, and 14% think it should allow for the reservation of specific campsites. Only 6% thought it should be discontinued.

Why Choose Park

- The greatest reasons for choosing the park were out of general interest and for its good facilities and recreation opportunities.
- Since 1979, less people are choosing the park because it is close or convenient, and more out of general interest and for its recreation opportunities.

Expenditures

- The total average expenditure per party within 25 miles of the park was $122.00. This has increased by $77.00 since 1979.
- 43% of the total expenditure was spent on food and drink, 23% on fuel and transportation, 22% on miscellaneous items, and 12% on entertainment.
- This represents a 5% decrease in the amount spent on food and drink, and a slight increase in that spent on fuel and transportation, and miscellaneous items.

Market Area

- The majority of campers were from the central and south-western regions of Ontario. There were also a large number from border states, and a few from the eastern region of Ontario, and other U.S.A.
- The percentages from Ontario, other Canada, and the U.S.A. have remained fairly constant since 1979.

Marketing Information

- Most people heard about the park from a map or road sign, friends or relatives or a parks publication. A fair number also heard about it from an information centre.
- The ranking of importance of printed material prior to arrival at the park from most important to least important was: maps, facilities and services, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park activities, local attractions, park information, and other.

Park - Specific Topics

- When asked about the trails they used, 80% of the campers said they used the Old Shore Road trail, 64% used the Huron Fringe trail, and 42% used the Lake Ridge trail.
- The major attractions or facilities used in communities near the park were stores and beaches. 8% said they used a restaurant, and 7% didn't use any.
- 59% of the campers visited the visitor centre.
- Of those who did not visit the centre, 46% said they were not interested, 33% were unaware of the centre, and 21% said it was not open.
- 41% said the visitor centre was well run.
- Other suggestions or comments about the visitor centre by between 5% and 10% of those who commented were: the staff was friendly, it should be open earlier in the season, it should have more publicity, and it should have more permanent displays.

MIKISEW	TYPE OF PARTY Family	Couple	Group	Friends	Single	Other	PARTY SIZE (# of people) 1	2	3	4	5	6	7	8+
76	66.4	21.3	0.3	10.0	1.5	0.5	1.8	27.9	13.3	33.1	11.8	8.9	0.8	2.2
83	56.2	30.6	0.0	9.6	1.8	1.8	1.8	34.2	15.5	27.4	8.2	7.3	2.7	2.7

	AGE DISTRIBUTION (years) 1-14	15-24	24-44	45-64	65+	SEX DISTRIBUTION M	F	CAMPING ROLE OF PARK Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
76	33.4	20.0	33.3	10.7	2.6			35.2	61.8	3.0			
83	28.6	16.9	35.2	14.1	5.2			25.2	70.6	4.1			

	ACTIVITY SPENT MOST TIME AT Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
76	0.4	32.1	1.8	2.9	4.8	7.9	2.4	0.6	8.0	32.1	0.1	7.9
83	2.5	26.1	1.5	2.5	7.0	9.5	1.0	1.0	2.0	36.2	0.0	10.5

	REASON FOR ENJOYMENT Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
76													
83													

MIKISEW	PRE US VISIT TO PARK		ISI PARK LAST YEAR		P IN PARK LAST YEAR		PIN QUI T U						GIN			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
76	51.9	48.1			74.0	26.0	41.4	32.6	20.8	9.1	6.5	2.9	97.2	0.0	1.0	1.8
83	58.7	41.3			97.7	2.3	48.4	33.0	18.6	11.2	5.6	6.5	95.1	2.0	3.0	0.0

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
76	22.1	79.0	18.2	18.3	34.6	35.4	13.9	58.5	28.7	76.2	17.6	2.1	6.0	2.9	25.5	0.5	3.8
83	35.3	88.8	22.3	28.6	45.9	58.5	23.6	60.7	37.6	39.4	39.4	9.4	15.4	18.0	55.9	6.5	*170.3

*includes walking and sunbathing for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
76	8.2	8.7	10.3	5.4	4.9	11.1	5.8	7.3	10.3	4.0	0.0	5.1	18.9
83	9.9	12.3	5.5	5.5	6.3	17.0	2.4	2.0	9.5	2.8	9.1	3.2	14.6

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
76	10.1	1.0	1.7	5.3	5.3	13.4	0.2	0.6	11.5	20.8	13.8		2.8		7.5		5.9
83	9.8	0.5	1.0	2.9	5.9	4.9	0.5	1.0	5.4	9.8	8.8		2.5		5.4		*41.7

CAMPER

MIKISEW	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	2.0	1.1	0.5	0.3	1.0	1.2	0.9	0.8	0.0	0.3	0.2	1.1	2.4	1.3	7.1	4.6	3.4	3.3
83	0.49	0.00	1.95	0.49	1.95	0.00	0.49	3.41	1.46	0.00	0.00	1.95	2.44	0.00	6.34	2.44	1.95	5.37

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Tororto	Durham	Victori	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.2	7.1	4.1	10.6	3.0	0.5	3.8	0.0	0.5	0.2	0.0	0.0	0.5	0.0	0.5	0.4	0.0	1.3
83	0.00	3.90	2.93	14.15	3.41	0.00	3.41	0.00	0.98	0.49	0.00	0.98	0.49	0.00	0.49	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochran	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.2	0.0	0.0	0.3	0.0	0.0	20.6	3.6	4.3	1.4	1.4	0.0	1.3	0.0	0.0	0.0
83	0.00	0.00	0.00	0.98	0.00	0.00	15.61	6.83	4.88	0.98	2.93	0.00	0.49	0.49	0.00	0.00
83	0.00	0.00	0.00	0.98	0.00	0.00	15.61	6.83	4.88	0.98	2.93	0.00	0.49	0.49	0.00	0.00

MIKISEW (1983)

(comparison with previous year not available)

DAY USE

Users - 61% were families, 21% were groups of friends. Couples were at 16% and there were a few organized groups.

- Parties were mainly made up of 2, 3 or 4 people, with fairly equal percentages of each of these groups.
- The average party size was 4.7 people.
- 35% were in the age group 25-44. 29% were between the ages of 1 and 14, and 23% were from 15 to 24.

Extent of Use

- 73% had previously visited the park, and 72% of these previous visitors used the park in 1982 spending an average of 6.5 days in the park that year.
- The average length of stay per visit to the park is 4.3 hours.
- Most people (73%) were staying at their permanent residence, a provincial campground or with friends or relatives while using the park. Fairly equal percentages were staying at each of the places mentioned above.
- About 4% were staying at each of a hotel/motel, a private cottage, or a private campground.

Activities and Use of Facilities

- There was a greater than 80% participation rate for relaxing and swimming.
- The majority of users also participate in the following activities while visiting the park: casual play, use of playground facilities, picnicking, sunbathing and walking.
- Participation rates are relatively low, compared to other parks for: viewing and photographing, visiting viewpoints and lookouts, visiting historic displays and staff presentations, canoeing, hiking and fishing.
- Day users spend most time swimming, relaxing or sunbathing, and participate in an average of 5.9 activities while visiting the park.
- Users enjoy the park mainly for the quiet/relaxing atmosphere and natural setting. A number also find it uncrowded.

Recommended Improvements

- 18% think the park should be left as is.
- The major recommendation for improvement was for more recreation programs.
- The picnic area, other facilities, campsites and fees/regulations were minor areas suggested for improvement.

Why Choose Park

- 38% chose the park because it was close to their residence. A few said it was recommended by friends, or they were visiting friends.

Expenditures

- The total average expenditure per party within 25 miles of the park was $63.00.

- 24% of this was spent on fuel and transportation, 32% on food and drink, 8% on entertainment, and 36% on miscellaneous items.

Market Area

- 40% of the day users were from the north-east region of Ontario, 24% from the Algonquin region and the same percentage from the Central region.

- A few were from the northern, eastern and south-west regions and a very few from border states.

Marketing Information

- 67% heard about the park from friends or relatives, and a fair number heard about it from a map or road sign.

- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates, and other.

- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, local attractions, park activities, park information and other.

CAMPERS

Users

- 56% were families representing a 10% decrease since 1976. 31% were couples having increased by 9% in the past 7 years, and 10% were groups of friends.

- Parties were mainly groups of 2 or 4 people with a fair number of groups of 3 as well.

- The average party size was 3.5 persons.

- Groups of 2 have increased by 6% since 1976, and groups of 4 have decreased by the same percentage.

- The majority of the campers are in the age groups 25-44 or 1-14, representing primarily families made up of these age groups.

- Age group 25-44 has increased slightly, and those from 1 to 24 have decreased since 1976. Those over the age of 45 have also increased slightly.

Extent of Use

- 59% had visited the park previously, showing a 7% increase in return rate since 1976.
- 68% of these previous visitors visited the park in 1982, and spent an average of 8.5 days in the park that year.
- 98% of those who visited the park in 1982 camped in the park that year.
- The average length of stay per visit to the park is 4 nights.
- The park is mainly a destination park, with most people using it for vacation rather than weekend trips.

Activities and Use of Facilities

- Most people sunbathe, swim, walk and relax while visiting the park. All of these activities have greater than 80% participation rates.
- The majority of campers also participate in the following activities while visiting the park: hiking, casual play, and viewing and photographying.
- All activities except picnicking, visiting viewpoints and lookouts, going on guided walks, and visiting historic displays or staff presentations have higher than average participation rates.
- Participation rates for all activities have increased significantly since 1976, showing people are participating in more and a greater variety of activities.
- The majority of campers spend most time relaxing or swimming. 4% more say they spent most time relaxing, since 1976, and a few percent less say they spent most time swimming.
- Almost 10% say they spent most time walking and/or hiking.
- The greatest reasons for enjoying the park are: the beach/swim area, the quiet/relaxing atmosphere and the campsites.
- 86% said they were aware of the campsite reservation system, but only 20% had previously used it.
- 93% agree with noise control action, and 69% found it effective.

Camping Equipment Used

- Campers use mostly a tent or a tent-trailer as their major piece of equipment. A travel-trailer and then a truck camper are the next most important pieces of equipment.
- 23% had a second piece of camping equipment which was mainly a tent, and sometimes a tent trailer or a van.
- More people are using tents, vans and motor homes since 1976, and less are using tent trailers or truck campers.

Recommended Improvements

- 10% think the park should be left as is.
- The greatest recommendations for improvement are to sanitation, showers and other facilities.
- Other minor recommendations are for trails, noise control and campsites.
- Recommendations have decreased dramatically for recreation programs, noise control, sanitation and other facilities since 1976.
- 25% think the reservation system should be discontinued, and 27% think it should allow for the reservation of specific campsites.

Why Choose Park

- Most people chose the park from past experience or out of convenience. These two reasons have increased since 1976.
- Other minor reasons were the beach/swim area, the good facilities and recreation opportunities, and because the park was close to their residence. Those who chose the park for its recreation activities have increased by 9% since 1976.
- Those choosing the park because it was recommended by friends, for the parks natural setting or because they find it clean and well kept have decreased, percentage wise since 1976.

Expenditures

- The total average expenditure per party within 25 miles of the park was $146.00, showing an increase of $102.00 since 1976.
- 38% of the total expenditure was spent on food and drink, 26% on fuel and transportation, 23% on miscellaneous items and 13% on entertainment.

Market Area

- 46% of the campers were from the central region of Ontario. The northeast region contributes 25% of the campers. Other minor regions are the Algonquin region and the Southwest region.
- The total percentage from Ontario was 95% showing a 2% decrease since 1976. Correspondingly those from the U.S.A. have increased by 2%.

Marketing Information

- 51% heard about the park from friends or relatives, and 25% from a map or road sign. Parks publications and then information centres are next in order of importance.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, local attractions, park information and others.

MISSISSAGI	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	52.3	33.3	0.3	10.7	2.1	1.4	2.8	39.9	15.3	20.7	12.4	4.1	2.5	2.3
83	44.6	36.7	0.0	12.0	5.6	1.2	5.2	44.2	13.1	23.5	6.8	3.6	0.8	2.8

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
77	30.5	19.1	36.9	11.5	2.0			24.5	69.1	6.4	49.4	29.5	21.1
82	26.5	14.3	42.8	14.2	2.2			18.5	77.5	4.0	37.2	42.9	19.8

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	0.6	7.8	1.5	7.5	12.8	16.5	0.2	1.2	4.9	27.4	0.9	0.2
83	4.6	11.7	3.3	10.0	7.9	18.0	0.8	0.4	1.3	32.6	0.8	8.4

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	20.0		4.8	3.3	24.3	4.6	3.1	2.4		4.1	14.7	2.4	16.3
83	20.5		3.0	3.5	10.6	4.8	2.5	0.8		0.3	13.6	10.9	29.5
8	0.5		0	5	6		5	[illegible]		0	1	10	9.5

MISSISSAGI	P IOU VISIT TO PARK		VI ED PARK LAST YEAR		AMP PARK LAST YEAR		CAM ; EQ MEN ED						RI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	27.6	72.4	17.7	82.3	13.2	86.8	49.2	20.7	14.3	12.7	10.8	2.2	74.9	2.3	20.8	2.1
83	34.8	65.2	60.0	40.0	86.3	13.7	59.2	14.5	14.1	11.3	11.7	6.0	70.8	1.2	25.8	2.0

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	28.2	57.1	15.0	30.4	44.0	58.2	7.9	32.4	4.2	74.3	40.6	6,6	21.4	0.8	21.8	32.6	13.5
83	41.4	85.1	25.9	44.4	52.0	70.4	11.3	35.9	8.0	92.4	58.3	16.3	41.3	21.9	64.8	25.1	*139.8

*includes sunbathing and walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	1.9	36.8	6.0	1.9	0.1	2.3	12.2	0.8	0.0	3.7	8.3	9.0	17.0
83	12.6	14.0	4.2	3.2	15.1	4.2	6.7	1.8	0.4	7.4	9.8	4.9	15.8

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	17.1	1.1	0.7	2.4	5.1	3.3	3.5	5.8	2.9	7.1	20.0		1.3		7.8		21.9
83	11.2	1.5	16.2	0.0	3.5	1.5	0.4	2.3	3.1	8.5	5.8		2.7		3.5		*40.0

MISSISSAGI	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	7	51	26	17
83	5	42	33	20

	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.6	0.4	0.6	0.6	3.4	0.2	0.1	0.9	0.7	0.9	0.4	1.1	3.3	0.3	2.1	3.6	2.2	3.5
83	1.23	0.41	1.23	0.41	1.64	0.41	0.41	0.00	0.41	0.00	0.41	0.82	3.28	0.82	3.69	2.46	2.05	4.10

	PERMANENT RESIDENCE BY COUNTY (con't)																		
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.2	0.9	1.5	8.3	1.0	0.4	0.5	0.5	0.9	0.2	0.0	0.6	0.0	0.1	0.5	0.1	0.1	1.1
83	0.41	0.82	2.87	7.38	1.23	0.41	0.00	0.41	0.82	0.82	0.00	1.64	0.00	0.82	0.00	0.00	0.41	1.23

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.1	0.0	0.0	0.4	0.0	0.1	0.8	1.3	7.4	0.2	0.9	0.1	21.4	0.3	0.0	0.0
83	0.41	0.00	0.00	0.82	0.00	0.00	0.41	0.41	3.28	0.00	0.00	0.00	22.54	0.00	0.00	0.00
83	0.41	0.00	0.00	0.82	0.00	0.00	0.41	0.41	3.28	0.00	0.00	0.00	22.54	0.00	0.00	0.00

MISSISSAGI (1983)

CAMPERS

Users

- The largest percentage of campers were families or couples; parties of 2; and age group 25-44.
- Families have decreased by 7% since 1977, and couples and singles have increased slightly. Correspondingly parties of 1, 2 and 4 have increased slightly, and so have age groups 25 - 44 and 45 - 64.

Extent of Use

- 35% had visited the park previously, showing a 7% increase in return rate since 1977.
- 60% of these previous visitors visited the park in 1982, and spent an average of 7.5 days in the park that year.
- 86% of those who visited the park in 1982 camped in the park that year.
- The average length of stay per visit to the park is 3 nights, with most people spending 1 or 2 nights in the park.
- 47% were using the park as one of several destinations, and 37% were using it as their main destination. This shows a 12% decrease in those using the park as a main destination since 1977, and a corresponding increase in those using it as one of several destinations.
- The park is used mostly during a vacation trip with only 19% using it during a weekend trip. Those using it for a weekend trip have decreased by 6% since 1977.

Activities and Use of Facilities

- There was a greater than 80% participation rate for swimming, walking and relaxing.
- Most people also participated in the following activities while visiting the park: sunbathing, fishing, viewing and photographing, visiting viewpoints or lookouts and hiking.
- Motor boating, canoeing, visiting historic displays and staff presentations also had relatively high participation rates.
- The lowest rate was for the use of playground facilities.
- Participation rates for all activities except attending staff presentations have increased since 1977, showing visitors are participating in more activities while in the park.
- People spent most time relaxing, swimming, hiking or canoeing while in the park.
- Smaller percentages say they spent most time fishing or at casual play since 1977,
- The major reasons people enjoyed the park were for the quiet/relaxing atmosphere, the campsites, the natural setting and the walking/hiking.

Activities and Use of Facilities (cont'd)

- Since 1977, those saying they enjoyed the park for the natural setting have decreased, and those saying they enjoyed it for the walking/hiking have increased significantly.
- 84% said they were aware of the campsite reservation system, and 21% had previously used it.
- 92% agree with noise control action, and 63% said they found it effective.

Camping Equipment Used

- 1/2 the campers had a tent as their major piece of equipment, 14% had a tent trailer, and the same percentage had a travel trailer. A fair percentage had a truck camper.
- 17% had a second piece of equipment, which was mainly a tent and sometimes a van.
- The number of people using a tent have increased by 10% since 1977, and those using a tent trailer have decreased.
- Also those using a motor home have increased by 4%.

Recommended Improvements

- 11% think the park should be left as is showing a 6% decrease since 1977.
- Major areas recommended for improvement were the beach/swim area and showers.
- Recommendations for the beach/swim area have increased by 16% since 1977, and recommendations for other facilities have decreased by 14%.
- 23% think the reservation system should be left as is, and 15% think it should be discontinued. A few think it should allow for the reservation of specific campsites, or there should be a toll free number.

Why Chose Park

- Most people chose the park because it was close to their residence, it was convenient, or out of general interest.
- Since 1977, more people are choosing the park because it is close, or out of general interest. Less people are choosing it for convenience.

Expenditures

- The total average expenditure per party within 25 miles of the park was $97.00, showing an increase of $65.00 since 1977.
- 42% of the total expenditure was spent on food and drink, 33% on fuel and transportation, 20% on miscellaneous items, and 5% on entertainment.
- Since 1977, the amount spent on fuel and transportation has increased by 7% and that spent on food and drink has decreased by 9%.

Expenditures (cont'd)

- There was a slight increase in the amount spent on miscellaneous items, and a slight decrease in the amount spent on entertainment.

Market Area

- Most people were from the central and northeastern regions of Ontario. A large number were also from border states, and a few from other U.S.A., and the eastern and south-western regions of Ontario.

- The percentage from the U.S.A. has increased by 5% since 1977, giving a decrease in those from Ontario.

Marketing Information

- 36% learned about the park from a map or road sign, and 29% from friends or relatives. The next most important sources were parks publications and then information centres.

- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.

- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, park information, local attractions, and other.

OJIBWAY (1983)

(comparison with a previous year not available)

DAY USE

Users - Day users were mostly families or couples, and there were a fair number of groups of friends.

- The majority of parties were groups of 2 persons. Groups of 4 and then 5 were next, and there were very few larger groups.
- 41% were in the age group 25-44. Age groups 1-14 and 45-64 were next making up 24% and 22% of the total users respectively.

Extent of Use

- 61% had visited the park previously, and 76% of these previous visitors visited the park in 1982 spending an average of 7.9 days in the park that year.
- The average amount of time spent in the park per visit is 5.5 hours, with the majority spending over 6 hours in the park.
- People were staying mostly at a provincial campground or at a resort or lodge while visiting the park. A fair number were also staying at their permanent residence.

Activities and Use of Facilities

- The majority of day users participate in the following activities while in the park: relaxing, picnicking, swimming and hiking. Hiking had the highest participation rate at 67%.
- Motor boating was also a very important activity, and fishing was relatively important also.
- The lowest participation rates were for staff presentations and staff recreation.
- 52% said they spent most time fishing. A number also said swimming or relaxing. Visitors participated in an average of 4.4 activities per visit.
- 25% said they enjoyed the park for the washrooms. Other reasons were the quiet/relaxing atmosphere, the weather, the beach activity and convenience.

Recommended Improvements

- 38% thought the park should be left as is. Small recommendations were to other facilities and showers.

Why Choose Park

- The main reasons for choosing the park were the beach/swim area, and because it was close to the visitors residence.

Expenditures

- The total average expenditure per party within 25 miles of the park was $200.00. 34% of this was spent on miscellaneous items, 27% on food and drink, 31% on fuel and transportation, and 8% on entertainment.

Market Area

- Most day users were from the north-west regions of Ontario, border states or other U.S.A.
- A few were from border provinces and the central region of Ontario.

Marketing Information

- 61% heard about the park from friends or relatives. A map or road sign was the next most important source of information, and a few heard about it from an information centre or a newspaper.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, local attractions, park information, park activities and other.

CAMPERS

Users

- 47% of the campers were families, and 38% were couples. There were also a comparatively large number of singles (6%).
- The majority of campers were in parties of 2 or 4, and in the age group 25-44 and 45-64. There were also a fairly large number between 1 and 14.

Extent of Use

- 57% had visited the park previously, and 68% of these previous visitors visited in 1982, spending an average of 9.8 days in the park that year.
- 87% of those who visited the park in 1982, camped in the park that year.
- The average length of stay per visit to the park is 5.5 nights.
- The park is mainly a destination park, and most people use it during a vacation trip.

Activities and Use of Facilities

- The majority of campers participate in the following activities while in the park: sunbathing, swimming, motor boating, fishing, hiking, walking, viewing/photographing and visiting viewpoints/lookouts.
- Motor boating, fishing and hiking were important activitiess.
- Biking, guided walks, staff recreation, and staff presentations had the lowest participation rates.

Activities and Use of Facilitiess (cont'd)

- 46% said they spent most time fishing. Many also spent most time relaxing.
- People enjoy the park mainly for the quiet/relaxing atmosphere, the natural setting, the campsites and the fishing.
- 65% said they were aware of the campsite reservation system, but only 9% had previously used it.
- 91% agree with noise control action, but only 57% found if effective.

Camping Equipment Used

- 39% had a tent as their major piece of equipment. Fairly large percentages also had a tent trailer, a truck camper or a travel trailer.
- 15% had a second piece of equipment , which was mainly a tent or a van and sometimes a truck camper.

Recommended Improvements

- 26% think the park should be left as is.
- Minor recommended improvements are to showers, other facilities, sanitation and trails.
- 38% think the reservation system should be left as is, and 19% think it should be discontinued. 13% think it should allow for the reservation of specific campsites.

Why Choose Park

- Most people choose the park for the aquatic recreation, past experience, convenience or for the good facilities and recreation opportunities.

Expenditures

- The total average expenditure per party within 25 miles of the park was $259.00. 27% of this was spent on fuel and transportation, 34% on food and drink, 14% on entertainment, and 25% on miscellaneous items.

Market Area

- Most people were from border states and other U.S.A. A number were also from the northwest region of Ontario, border provinces and the central region of Ontario.

Marketing Information

- Most people heard about the park from friends or relatives or a map or road sign. Parks publications were also fairly important.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, facilities and services, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park activities, park information, local attractions, and other.

QUETICO	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	62.6	15.2	0.7	13.7	7.0	0.8	7.0	19.8	15.7	24.3	13.7	8.2	2.4	8.8
83	66.0	14.9	2.1	11.7	4.3	1.1	5.3	20.2	20.2	31.9	13.8	5.3	1.1	2.1

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	5.0	19.8	13.7	15.4	13.6	18.6	13.9		33.2	22.6	35.0	8.2	1.0
83	4.9	18.3	12.2	17.1	17.1	17.1	13.4		35.7	10.4	42.1	6.4	5.5

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	79.2	20.8	28.3	71.7	39.5	14.6	26.4	6.4	0.0		4.5	8.6
83	68.4	31.6	22.7	77.3	41.4	17.2	12.6	1.1	0.0		2.3	10.3

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	20.0	6.6	0.0	0.6	0.0	18.7	9.6	26.5					37.6
83	18.3	1.9	1.0	5.8	0.0	13.5	6.1	5.8					47.1
3	18.	1.9	.0	8	0	.5	7	8					47.

QUETICO	P[illegible]CI[illegible]ON[illegible]S																	
	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi.	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
77	64.3	80.5	3.0	4.9	8.0	18.6	2.3	35.7	2.2	5.8	60.6	7.1	2.2	13.4	0.0	6.7		
83	83.3	87.8	0.0	12.1	15.4	17.9	1.5	53.4	0.0	13.8	86.2	15.2	4.6	3.1	3.1	38.2		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	47.3	5.7	4.7	5.7	1.8	7.1	10.5	3.5	5.3	2.4	1.8	1.2		3.0	89.4	4.3	5.2	1.4
83	37.5	12.5	2.8	2.8	5.6	2.8	0.0	4.2	0.0		5.6	4.2		13.9	83.7	6.2	8.7	1.2

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	17.3	2.4	7.0	4.8	6.9	0.0	0.0	2.3	6.9	13.9			2.4		4.7	31.4
83	21.8	3.6	5.5	0.0	5.5	1.8	5.5	0.0	7.3	1.8			0.0		1.8	45.4

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	31	45	6	19
83	29	21	9	41

QUETICO	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
	PERMANENT RESIDENCE BY COUNTY																	
77	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.2
83	1.25	0.00	0.00	1.25	0.00	0.00	0.00	0.00	0.00	1.25	0.00	0.00	1.25	0.00	0.00	2.50	1.25	1.25

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
	PERMANENT RESIDENCE BY COUNTY (con't)																	
77	0.0	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	1.25	1.25	0.00	1.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25	0.00	0.00	0.00

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timikaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
	PERMANENT RESIDENCE BY COUNTY (con't)															
77	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.2	-	0.0	-	0.0	17.0	69.1	0.7
83	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	2.50	0.00	0.00	-	0.00	10.00	55.00	1.25

QUETICO	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	54.0	33.2	1.2	9.1	1.7	0.9	1.7	37.0	13.8	21.6	17.4	5.1	1.6	1.8
83	41.8	42.5	1.0	9.5	4.8	0.3	5.2	47.8	12.0	19.6	9.6	3.1	2.1	0.7

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
77	29.1	17.6	36.4	11.2	5.7			15.8	77.5	6.7	49.7	28.8	21.6
83	25.5	12.9	41.4	15.9	4.2			20.3	74.2	5.4	40.4	27.3	32.3

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	1.0	16.1	0.8	16.2	7.5	8.7	2.2	0.7	5.3	25.4	0.0	0.6
83	3.5	12.4	0.0	20.5	6.6	2.3	0.4	1.9	1.9	37.5	0.0	13.2

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	17.8		3.8	2.9	17.3	28.8	2.4	1.8		4.2	7.5	0.5	13.0
83	25.4		0.3	0.8	21.4	5.5	1.8	0.0		0.3	9.8	1.3	31.2

QUETICO	PR OUS VISIT TO PARK		VIS D PARK LAST YEAR		MP PARK LAST YEAR		AMP EQU ENT D						RIG			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	40.8	59.2	33.9	66.1	23.5	76.5	49.9	19.1	16.6	9.7	14.0	1.5	52.7	12.8	33.9	0.6
83	41.5	58.5	48.3	51.7	87.7	12.3	59.8	17.9	12.3	8.9	11.7	2.7	54.0	19.9	24.1	2.1

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	30.9	62.0	11.3	44.5	39.2	54.5	9.7	34.3	3.2	74.9	25.0	8.4	38.4	1.1	23.0	39.5	7.9
83	42.4	78.4	1.3	52.3	39.8	42.4	7.4	35.8	4.1	92.8	36.9	6.2	21.5	7.8	68.8	3.7	*135.2

* includes sunbathing and walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	10.5	7.4	8.1	1.8	1.8	2.6	30.4	0.5	0.0	4.7	3.3	2.8	26.1
83	9.7	23.7	5.3	0.6	6.2	7.5	9.7	0.3	1.6	12.5	5.3	6.5	11.2

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	4.2	0.4	1.2	0.8	0.8	9.3	0.2	1.4	10.1	7.3	34.9		1.4		11.5		16.5
83	6.0	2.5	3.2	1.9	3.2	0.9	13.6	1.3	2.5	12.9	5.7		0.3		4.4		*41.6

QUETICO	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	3	46	27	25
83	5	43	33	20

	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.0	0.2	0.7	0.2	1.8	0.0	0.4	0.2	0.0	0.0	0.0	1.3	0.6	0.0	0.5	1.0	1.6	1.2
83	0.35	0.00	0.35	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.71	1.41	1.06	1.06

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.5	1.2	7.4	0.9	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.0	0.0	0.2	0.0	0.0	2.0
83	0.00	0.71	0.71	6.71	1.77	0.35	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	1.06

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.3	20.1	7.4	1.1
83	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	26.86	5.65	0.71
83	.35	00	00	35	00	.00	00	[illegible]	[illegible]	0.00	0.00	0.00	0.00	26.86	5.65	0.71

CAMPER

QUETICO (1983)

DAY USE

Users

- 66% of the users are families, showing a 3% increase since 1977. 15% are couples and 12% are groups of friends, showing no significent change over the past 6 years.
- Singles have decreased by 3% since 1977, but are still at a relatively high 4%, compared to other parks.
- Groups of 4 people are the most common party size, making up 32% of the total parties. Groups of 2 and 3 persons are next at 20% each.
- There are few groups of 6 or more people showing a significant decrease since 1977. Parties of 3 and 4 persons have increased correspondingly.
- 42% of the day users are in the age group 25-44 and 36% are from 1-14. This represents a 7% increase in those 25 to 44 and a 3% increase in those from 1 to 14. Correspondingly there has been a decrease in those from 15-24 of 12%.
- The percentage of day users over 45 is fairly small.

Extent of Use

- 68% had visited the park previously showing an 11% decrease in return rate since 1977.
- Of those who had visited the park previously, 76% visited last year (1982), and spent an average of 5.3 days in the park that year.
- Day users spend an average of 3.4 hours in the park per visit. This has not changed significantly since 1977.

Activities and Use of Facilities

- There is a greater than 80% participation rate for each of relaxing, picnicking, swimming, and sunbathing.
- The majority of users also participate in casual play and walking while visiting the park.
- Canoeing and hiking also have relatively high participation rates compared to other parks.
- The lowest participation rates are for historic displays, staff recreation, staff presentations, motor boating and biking.
- Participation in all activities has increased except for motor boating, biking, staff presentations, and visiting historic displays, since 1977.
- A large percentage (41%) of the visitors say they spent most time swimming. Picnicking, relaxing and sunbathing were also important responses.

Activities and Use of Facilities (cont'd)

- The major reasons for enjoyment of the park are its quiet/relaxing atmosphere, the weather and the park's natural setting.
- Compared to other parks many people also said they enjoyed the park for the friendly staff.
- Compared to statistics from 1977, smaller percentages said they enjoyed the park because it was clean, for the natural setting or the beach/swim area.

Recommended Improvements

- 22% think the park should be left as is, showing a 5% increase since 1977.
- Recommendations by over 5% of the day users are for improvement to the beach/swim area, more recreation programs, information services and sanitation.
- Recommendations for improvement to boating, trails,noise control, other facilities and concessions have decreased since 1977. They have increased significantly for improvement to information services.

Why Choose Park

- 38% chose the park because it is close to their residence, showing a 10% decrease since 1977.
- The next most important reason for choosing the park was convenience.
- A fair number also chose the park for its good facilities and recreation opportunities, and out of general interest.
- The number choosing the park for its natural setting or beach/swim area have decreased since 1977.
- Those choosing it for convenience, out of general interest, for other recreation and because they find it quiet have increased over the 6 year period.

Expenditures

- The total average expenditure per party within 25 miles of the park is $68.00 showing an increase of $59.00 since 1977.
- 41% of the total expenditure was spent on miscellaneous items, 29% on fuel and transportation, 21% on food and drink, and 9% on entertainment.
- This represents a 24% decrease in the amount spent on food and drink, and a 22% increase in that spent on miscellaneous items.

Market Area

- 60% of the day users are from the north central region of Ontario. A fair number are from the central and northwest regions and from 'other U.S.A.'

Market Area (cont'd)

- The percentage from Ontario has decreased by 6% since 1977, giving an increase in those from other provinces and from the U.S.A.

Marketing Information

- 56% heard about the park from friends or relatives. The next highest percentage heard about it from a map or road sign, and a fair number from an information centre, newspaper or parks publication.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, attractions, facilities and services, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park information, local attractions, park activities and other.
- Relative to other parks, visitors place a fairly high importance on park information about history and nature upon arrival.

CAMPERS

Users - 42% of the campers are families, and about the same percentage are couples. This represents a 12% decrease in families, and a 9% increase in couples since 1977.

- Groups of friends are at 10% and singles are at a relatively high 5% showing a slight increase since 1977.
- Parties of 2 persons form the greatest number of parties at 48%, representing an 11% increase since 1977.
- Parties of 4 and then 3 people are next, forming 20% and 12% of the total number of parties respectively.
- The average party size is 3.0 persons.
- 41% of the visitors are between the ages of 25 and 44, showing a 5% increase since 1977. 26% are between the ages of 1 and 14 showing a 4% decrease.
- The next highest percentage are those from 45-64 and then those from 15 to 24.

Extent of Use

- 42% of the campers had visited the park previously showing no significant change since 1977.
- 48% of these previous campers visited the park last year (1982) and spent an average of 6 days in the park that year.
- 88% of those who visited the park in 1982 camped in the park that year.

Extent of Use (cont'd)

- Campers spend an average of 2.8 nights in the park per visit.

- 74% used the park while on a vacation trip, and 40% used the park as their main destination. 32% were using the park as a stopover, and 27% as one of several destinations.

- Since 1977, 5% more people are using the park for weekend trips. 9% fewer people are using the park as their main destination and more are using it as a stopover.

Activities and Use of Facilities

- There is a greater than 80% participation rate for walking and relaxing.

- The majority of campers also participate in the following activities while visiting the park: sunbathing, swimming, canoeing, viewing and photographing.

- Motor boating, biking, use of playground facilities, guided walks, staff recreation and staff presentations have the lowest participation rates.

- Participation rates for motor boating, hiking, biking, guided walks, visiting displays and staff presentations, have all decreased since 1977. Others have increased except fishing which has remained fairly constant.

- Visitors said they spent most time relaxing, canoeing or swimming. Those saying they spent most time relaxing have increased by 12% since 1977. Those saying they spent most time canoeing,swimming or picnicking have also increased slightly. Most others have decreased.

- The major reasons for enjoying the park are its quiet/relaxing atmosphere and its natural setting. Compared to other parks the canoeing and wildlife are also important reasons for enjoying the park.

- 81% said they were aware of the campsite reservation system, and 18% had previously used it.

- 93% agree with noise control action, and 66% find it effective.

Camping Equipment Used

- 51% use a tent as their major piece of equipment. A fair number use a tent trailer or a travel trailer. Compared to other parks, relatively few have tent trailers, and more have truck campers and vans.

- 13% of the campers had a second piece of equipment which was mainly a tent and sometimes a truck camper or a van.

- The percentage of campers using tents has increased by about 10% since 1977 and those using a travel trailer have decreased.

Recommended Improvements

- Only 6% think the park should be left as is.
- Major recommendations for improvement are to interpretive facilities, sanitation and showers. These recommendations have increased quite significantly since 1977.
- Recommendations for noise control, other facilities and campsites have decreased fairly drastically, and are now of minor concern.
- 13% think the reservation system should be left as is, and only 8% think it should allow for the reservation of specific campsites.

Why Choose Park

- The major reasons for choosing the park were convenience and for the aquatic recreation. The natural setting and because people find it quiet and uncrowded were also important reasons.
- Compared to statistics for 1977, more people are now choosing the park for convenience, out of general interest and past experience, for its aquatic recreation, other recreation and because they find it quiet. Less people say they chose it for its natural setting or because it was recommended by friends or relatives.

Expenditures

- The total average expenditure per party within 25 miles of the park is $86.00, showing an increase of $59.00 since 1977.
- 43% of the total expenditure was spent on food and drink, 33% on fuel and transportation, 20% on miscellaneous items, and 5% on entertainment.
- Since 1977 the amount spent on fuel and transportation has increased by 6%, miscellaneous items has decreased by 5% , food and drink has decreased by 3%, and entertainment has increased by 2%.

Market Area

- 31% of the campers were from the north central region of Ontario. Fairly large percentages were also from the central region, border provinces, other Canada, other U.S.A., and border states.
- The percentage from the U.S.A. has decreased by 10% since 1977. Those from other Canada have increased by 7%.

Marketing Information

- 38% heard about the park from friends or relatives. A map or road sign, information centre and parks publication were next in line of importance respectively.
- A fair percentage (4%) also heard about the park from a magazine.

Marketing Information (cont'd)

- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, park information, local attractions and other.

Park - Specific Topics

- 31% of the campers said they travelled to Pickerel Lake during their visit to the park.
- 68% said they fished on French Lake, 28% on Pickerel Lake, and only 2% on Sturgeon Lake.
- The average number of people fishing per fishing party was 2.2.
- 39% were fishing for between 1 and 4 hours, 19% between 4 and 8 hours. The next highest percentages were for less than 1 hour or for more than 24 hours.
- The majority of people found the quality of fishing good to average.
- 61% of those fishing said they were fishing primarily for Walleye/Pickerel. Next in order of importance were: Smallmouth Bass, Northern Pike and Lake Trout respectively.
- Secondary species fished for in order of importance from most important to least important were: Smallmouth Bass, Walleye/Pickerel, Lake Trout and Northern Pike.

RAINBOW FALLS	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	58.4	29.6	0.2	8.2	2.2	1.5	2.4	34.5	16.6	24.1	12.0	6.2	2.0	2.2
83	42.8	47.0	0.2	4.9	4.0	1.1	4.2	50.9	12.9	17.1	9.3	4.2	0.9	0.6

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
77	30.0	15.1	41.5	11.2	2.2			13.1	79.6	7.3	21.8	35.5	42.7
83	25.1	11.8	34.1	22.3	6.7			7.8	84.2	8.0	8.3	19.5	72.2

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	1.0	4.6	0.0	4.7	6.3	20.6	0.4	0.6	4.5	29.6	3.7	0.7
83	5.8	9.1	0.0	1.1	4.0	6.7	1.1	3.1	1.6	42.7	7.6	17.2

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	23.1		6.8	3.0	24.4	0.0	0.4	3.6		2.0	11.0	14.3	11.4
83	17.6		4.5	1.1	14.5	4.9	17.3	3.3		3.3	13.7	2.8	17.0
83	17.6		4.5	1.1	14.5	4.9	17.3	3.3		3.3	13.7	2.8	17.0

CAMPER

RAINBOW FALLS	P OUS VISIT TO PARK		VIS D PARK LAST YEAR		AMP PARK LAST YEAR		AMP EQ ENT ED						RIG			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	21.3	78.7	37.5	62.5	10.7	89.3	35.5	26.1	15.6	11.9	13.0	5.7	52.5	12.0	33.6	1.9
83	20.4	79.6	38.0	62.0	92.1	7.9	44.3	14.6	12.9	12.1	15.7	10.6	42.4	17.2	37.9	2.5

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	23.2	39.8	5.9	16.4	24.9	71.4	7.0	38.7	6.0	77.8	69.5	5.0	17.4	1.2	23.0	9.8	12.4
83	46.5	60.7	5.4	8.3	19.8	57.4	9.8	33.1	10.1	89.7	78.9	7.8	29.1	10.2	61.0	6.3	*122.1

*includes sunbathing and walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	4.1	35.7	8.2	1.4	0.0	4.5	8.4	0.0	0.8	2.3	8.2	8.2	18.2
83	3.4	34.4	2.6	0.3	4.0	5.7	11.5	0.3	3.4	1.5	16.2	2.4	14.1

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	20.1	0.0	18.6	0.9	4.3	2.2	2.2	2.8	3.1	10.8	18.0		0.9		9.0		7.1
83	15.2	0.9	1.8	1.8	2.3	3.9	1.6	2.5	5.1	8.3	10.1		0.9		6.0		*39.6

CAMPER

RAINBOW FALLS	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	3	45	36	16
83	7	36	45	12

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.8	0.1	0.5	0.1	1.1	0.0	0.7	0.8	0.0	0.1	0.5	1.7	0.4	0.4	1.2	1.5	1.2	2.3
83	0.39	0.00	0.20	0.39	0.39	0.20	0.20	0.20	0.00	0.20	0.39	0.98	0.98	0.39	1.17	1.56	1.76	1.17

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	1.6	1.4	6.5	1.3	0.3	0.1	0.2	0.7	0.8	0.0	0.0	0.1	0.0	0.3	0.1	0.1	2.1
83	0.78	0.98	2.15	6.25	1.76	0.00	0.00	0.00	0.59	0.59	0.59	0.78	0.39	0.00	0.20	0.00	0.00	2.15

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.1	0.4	0.5	0.0	0.0	0.3	0.0	1.3	0.5	0.2	0.0	0.8	18.9	0.0	0.2
83	0·00	0·00	0·00	0·78	0·00	0·00	0·20	0·39	1·37	0·00	0·59	0·00	0·59	10·16	0·20	0·39
3	.00	.00	.00	.78	00	0		[illegible]		0	0.	0.0	.59	.16	20	9

171

CAMPER

RAINBOW FALLS (1983)

(comparison information with a previous year not available)

DAY USE

Users - 47% of the users were families. A large percentage were couples (36%) and a fair number were groups of friends (13%).

- 43% of the parties were groups of 2 persons. Groups of 4 and then 3 people were next. Then there were a relatively small percentage of groups of 5 or more, giving an average party size of 3.3 people.
- 35% of the visitors were in the age group 25-44. The next most important age group was 1-14, then 45-64 and 15-24.

Extent of Use

- 21% of the users had visited the park previously, which is small compared to most parks. 71% of these previous visitors visited the park in 1982, and spent an average of 14.4 days in the park that year.
- The average time spent in the park per visit is 1.5 hours, with the majority of day users spending less than 1 or 1 to 2 hours in the park.
- Most people were staying at a hotel/motel or at a provincial campground during their trip.

Activities and Use of Facilities

- There was a greater than 80% participation rate for visiting viewpoints and lookouts.
- The majority of visitors also participated in the following activities while visiting the park: fishing and walking.
- The participation rates for viewing and photographing, and visiting historic displays were also high.
- People spend most time visiting a viewpoint or lookout, hiking or picnicking while in the park.
- Compared to other parks, a very high percentage (37%) said they enjoyed the park because they found it clean. The weather was also an important reason.

Recommended Improvements

- 33% think the park should be left as is.
- Suggestions for improvement were to fees/regulations, trails and information services.

Why Choose Park

- Visitors chose the park mainly for convenience, and for its natural setting. Only 14% chose it because it was close to their residence.

Expenditures

- The total average expenditure per party within 25 miles of the park was $66.00. 34% of this was spent on fuel and transportation, 29% on food and drink, 8% on entertainment, and 29% on miscellaneous items.

Market Area

- Most users were from the north central and central regions of Ontario, and from border states and other parts of U.S.A.

Marketing Information

- 45% heard about the park from a map or a road sign. The next most important source of information was an information centre, and then friends or relatives.

- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, attractions, facilities/services, operating dates/rates, and other.

- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park information, local attractions, park activities and other.

CAMPERS

Users - Most campers were couples or families, at 47% and 42% respectively. They were mostly in groups of 2 and were in the age groups 25-44, 1-14, or 45-64.

- Families have decreased by 15% and couples have increased by 17% since 1977. This corresponds with a 16% increase in groups of 2, and a decrease in groups of 3, 4 and 5 persons.

- There has been a decrease of 15% in those under the age of 45, and an increase in those 45 and over since 1977.

Extent of Use

- only 20% had visited the park previously, showing no change in the return rate since 1977.

- 38% of those who visited the park previously, used the park in 1982 and stayed an average of 4.8 days in the park that year.

- 92% of those who visited the park in 1982 camped in the park that year.

- The average length of stay per visit to the park is 1.3 nights.

- The park is used mainly as a stopover point during a vacation trip.

- The percentage using the park as a stopover has increased by almost 30% since 1977, showing less people are using the park as a main destination, or one of several destinations.

- The number using the park for a weekend trip has also decreased (by 5%) since 1977.

Activities and Use of Facilities

- Most people walk, relax and visit viewpoints or lookouts while visiting the park.
- The majority also swim, hike, view and photograph.
- Participation rates are low for guided walks, motor boating, canoeing, biking and staff presentations. This is because many people are just using the park as a stopover and do not stay very long.
- Participation rates have increased for most activities since 1977 except for: motor boating, canoeing, fishing, hiking, casual play and staff presentations.
- 43% of the visitors said they spent most time relaxing while in the park. Walking and visiting viewpoints or lookouts were also important responses.
- Those saying they spent most time picnicking, swimming, relaxing or visiting viewpoints have increased since 1977, and those saying they spent most time hiking, canoeing, fishing or at casual play have decreased.
- The park's quiet/relaxing atmosphere and the water feature were the main reasons for enjoyment of the park. The campsites and the natural setting were also important reasons.
- 72% said they were aware of the campsite reservation system, but only 11% had previously used it.
- 92% agree with noise control action, and 63% found it effective.

Camping Equipment Used

- 39% used a tent as their main piece of equipment. Those who had a tent trailer, a travel trailer, a truck camper, a van or a motor home were fairly equally distributed.
- 11% had a second piece of equipment which was mainly a tent or a van, and sometimes a truck camper.
- Those using a tent have increased by 9% since 1977. Those with a van or motor home have also increased slightly, and those with a tent trailer or travel trailer have decreased.

Recommended Improvements

- 15% think the park should be left as is showing a 5% decrease in this response since 1977.
- The main recommendations for improvement were to showers and other facilities.
- Sanitation, noise control and campsites were also minor areas recommended for improvement.
- Recommendations for improvement to the beach/swim area have decreased dramatically since 1977. Recommendations to other facilities have also decreased (by 8%).

Recommended Improvements (cont'd)

- 29% think the reservation system should be left as is and 23% think it should be discontinued. 10% think it should allow for the reservation of specific sites.

Why Choose Park

- The main reasons for choosing the park were convenience, the good facilities and recreation opportunities, and the park's natural setting.
- Those choosing the park because it is quiet or because it was recommended have decreased since 1977, and those choosing it from general interest, the natural setting and other recreation have increased.

Expenditures

- The total average expenditure per party within 25 miles of the park was $62.00. 45% of this was spent on fuel and transportation, showing a 9% increase since 1977. 36% was spent on food and drink showing a corresponding decrease since 1977. 12% was spent on miscellaneous items, and 7% on entertainment.

Market Area

- 23% of the visitors were from border states, and 21% were from the central region of Ontario. Other important market areas are the north central region of Ontario, other Canada, other U.S.A., and border provinces.
- The percentages from other Canada and the U.S.A. have increased since 1977 and those from Ontario have decreased by 10%.

Marketing Information

- Most people learned about the park from a map or road sign. Other important sources were information centres and parks publications. A small percentage heard about it from friends or relatives.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important was: maps, facilities/services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important was: maps, park activities, park information, and other.

RENE BRUNELLE (REMI LAKE)	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	59.1	19.4	0.0	17.8		3.7	7.9	23.4	5.5	13.7	15.9	12.8	9.0	11.8
83	49.3	22.4	1.5	20.9		6.0	4.8	23.8	11.1	30.2	14.3	7.9	3.2	4.8

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
75	2.8	11.6	15.2	14.7	12.1	5.4	38.2		36.6	23.6	29.2	7.9	2.9
83	4.8	0.0	14.5	22.6	16.1	12.9	29.1		25.5	34.9	31.1	6.4	2.1

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
75	79.3	20.7	33.2	66.8	59.1	15.0	11.5	1.1	0.2		0.0	13.1
83	90.9	9.1	41.5	58,5	30.5	6.8	11.9	3.4	0.0		1.7	45.7

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other

RENE BRUNELLE (REMI LAKE)	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi	Bike	Casual Play	Presentations	Playground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
	PA IPA N R																	
75	72.8	85.1	2.9	12.0	2.2	14.6	2.7	44.3		3.6	47.5	6.5	1.5	3.7		2.1		0.5
83	71.9	86.2	17.2	15.0	28.3	71.5	10.2	55.0		33.3	91.9	21.7	10.2	13.6		22.0		*116.7

*includes sunbathing for '83

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
75	58.8	2.2	0.6	3.8	3.2	2.3	3.2	0.4	1.3					24.2	95.1	2.3	0.5	2.0
83	40.0	4.6	1.5	10.8	1.5	3.1	3.1	1.5	0.0					24.5	95.0	1.7	0.0	3.4

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpretive	Information	Noise Control	Sanitation	Concessions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
75	7.5	2.2	12.4	2.3	1.8		3.6		0.9	2.7				0.0		66.7
83	3.4	5.1	11.9	3.4	6.8		1.7		3.4	1.7				0.0		62.8

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

RENE BRUNELLE (Remi Lake)	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
75	0.0	0.0	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.69	0.00	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
75	0.0	0.0	0.0	3.5	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	0.00	0.00	1.69	0.00	1.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
75	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.0	0.0	79.9	0.0	0.0	2.9	0.0	0.0
83	0.00	0.00	0.00	0.00	-	0.00	1.69	0.00	1.69	0.00	83.05	0.00	0.00	1.69	0.00	0.00

RENE BRUNELLE (REMI LAKE)	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	56.1	26.7	0.5	10.7		6.0	3.5	31.5	13.1	17.2	14.1	11.7	3.9	4.9
83	49.2	37.9	1.6	5.6		5.6	4.1	43.1	10.6	26.8	8.1	6.5	0.0	0.8

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
75	36.5	19.8	30.5	11.2	2.0			27.2	59.9	12.8			
83	26.4	13.4	34.3	20.2	5.8			18.0	68.9	13.1			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others

	REASON FOR ENJOYMENT													
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other

RENE BRUNELLE (REMI LAKE)	PRE US VISIT TO PARK		ISI PARK LAST YEAR		P I PARK LAST YEAR		MPI QUI NT						GI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
75	38.8	61.2											81.8	8.6	9.1	0.5
83	37.5	62.5											75.3	10.3	12.0	2.6

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
75	30.8	57.3	11.0	11.6	23.0	25.5	15.8	38.8	8.2	61.0	15.1	5.6	3.2		18.5	10.0	0.0
83	34.7	51.7	16.9	9.3	33.1	*98.3	12.8	28.4	13.6	89.9	24.8	7.6	9.3		29.0	6.8	**55.0

* includes walking and unguided hikes ** includes sunbathing and staff recreation for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
75	16.0	41.8	3.5	2.5	2.5	2.8	2.5	2.5	1.4	3.2	0.0	0.7	20.6
83	19.5	36.4	3.4	0.8	5.1	1.7	4.2	1.7	0.8	0.0	11.9	0.0	14.4

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
75	20.6	0.5	0.0	6.9	1.0	5.9	2.0	3.4	16.7	7.8	14.2		4.4		10.8		5.9
83	14.0	4.3	8.6	6.5	1.1	2.2	1.1	1.1	6.5	3.2	15.1		0.0		5.4		*31.2

RENE BRUNELLE (1983)

DAY USE

Users - 49% of the day users are families.

- Couples and groups of friends are about even at approximately 21% each.
- Families have decreased by 10% since 1975 and couples and groups of friends have increased slightly.
- Single persons comprise a relatively high percentage of users (at 4.5%).
- Parties of 4 persons comprise 30% of the total number of parties. Parties of 2 persons are next at 24%.
- Parties of 4 persons have increased by 16% since 1975 and there has been a decrease in groups of 6 or more persons.
- Age groups of 1-14, 14-24 and 25-44 contribute fairly even percentages to the total number of campers. The highest contributors by a small amount at 35% are those between 14 and 24.
- Age group 1-14 has decreased by 11% since 1975.
- There are very few day users over the age of 45.

Extent of Use

- 91% have visited the park previously, representing an increase of 12% in the return rate since 1975.
- 92% of these previous visitors visited the park in 1982.
- Previous visitors spent an average of 9.7 days in the park in 1982.
- Day users spend an average of 4.4 hours in the park.
- Most people spend between 2 and 6 hours in the park.
- The number of people spending over 6 hours in the park has decreased since 1975 and so has the number spending 1-2 hours. This seems to have gone to an increase in those spending 3-6 hours.

Activities and Use of Facilities

- Activities with a greater than 80% participation rate are relaxing, sunbathing and swimming.
- Other activities participated in by the majority of users are casual play, picnicking and walking.
- Activities with relatively high participation rates compared to other parks are: guided walks, staff recreation, staff presentations, motor boating, canoeing, hiking and biking.
- Participation rates have increased greatly since 1975 for: motor boating, fishing, biking, playground, viewpoints, guided walks, displays and photographing.

Activities and Use of Facilities (cont'd)

- The activities people spend most time doing are swimming and sunbathing.
- 25% said they enjoyed the park most because of the beach.

Recommended Improvements

- The major areas recommended for improvement are beach/swim area, picnic areas and recreation facilities.
- Concern for washrooms, picnic areas and recreation has increased over the past 8 years.

Why Choose Park

- 40% chose the park because it is close to their residence. This shows a 19% decrease since 1975.
- 11% chose the park for visiting friends or relatives. This is an increase of 7% since 1975.
- Other reasons for choosing the park represent small percentages.

Expenditures

- The total average expenditure of a day user within 25 miles of the park is $88.00. 37% of this was spent on fuel and transportation, 36% on food and drink, 20% on entertainment, and 7% on miscellaneous items.

Market Area

- 83% of the day users are from the northern region of Ontario. Small percentages are from the northeastern region and central region.
- 34% of the day users were using a provincial campground as accommodation during their trip and only 18% were using their permanent residence.

Marketing Information

- 58% of the visitors heard about the park through friends or relatives. 12% learned about it from a map or road sign.
- The ranking of importance of printed material prior to visiting the park is: maps, facilities/services, attractions, operating dates/rates and other.
- Users placed higher than average importance on printed material for description of attractions, park facilities and services and on operating dates/rates schedule.
- The ranking of importance of printed material upon arrival at the park is: maps, local attractions, park activities, park information and other.
- Users placed a higher than average importance on receiving printed material on local attractions and services, and park activities.

Park - Specific Topics

- 85% found park staff friendly - 6% did not.
- 15% of visitors were not satisfied with park security, 65% were, and 20% had no opinion.
- 16% did not find the park well maintained.
- 82% found it well maintained.

CAMPERS

Users

- 49% of the campers are families, and couples are next at 38%. This represents a 7% decrease in the number of families and an 11% increase in the couples since 1975.
- Groups of friends have decreased by 5% since 1975 and are now at 6%.
- 43% are in parties of 2 persons. Parties of 4 persons are next at 27%.
- Over the past 8 years there has been a decrease in the parties made up of 5 or more persons, increasing the percentages of 2 and 4 persons.
- 34% of the campers are between the ages of 25 and 44. This has increased by 4% since 1975. Consequently those between 1 and 24 have decreased.
- There is a relatively high percentage of campers over the age of 45.

Extent of Use

- Only 38% had previously visited the park. This figure has not changed significantly since 1975.
- 60% of the previous visitors visited the park last year (1982) and 87% of those who visited in 1982 camped in the park that year.
- Previous visitors spent an average of 9.9 days in the park in 1982.
- Campers spend an average of 2.7 nights in the park per visit.
- Campers are using the park increasingly for vacation trips rather than weekend trips. 69% were using the park during a vacation trip. Most (52%) were only using the park as a stopover. Only 27% were using it as their main destination.

Activities and Use of Facilities

- The majority of campers participate in the following activities: swimming, walking and relaxing.

Activities and Use of Facilities (cont'd)

- Participation in most activities is relatively low compared to other parks, except motor boating which is slightly higher than the average for all parks surveyed in 1983.
- Participation rates have decreased since 1975 for swimming, canoeing, biking, casual play and staff presentations.
- 46% of the campers say they spent most time relaxing. Many say they spent most time fishing or picnicking.
- Many people say they enjoyed the park for the quiet/relaxing atmosphere or for the campsites.
- 78% say they were aware of the campsite reservation system, however only a small percentage (12%) had previously used the system.
- 26% of the campers feel the reservation system should be left as is, 21% think it should be discontinued.
- 85% agree with noise control action, but only 55% feel it is effective.

Camping Equipment Used

- Most people used a tent, a travel trailer or a tent trailer. A large percentage also had vans.
- Only 12% had a second piece of equipment - mostly a tent or a van, but also a large percentage had travel trailers or a motor home.

Recommended Improvements

- The major recommendation for improvement is to other facilities.
- Most concerns have decreased over the past 8 years.
- Concern for picnic area and beach has increased since 1975.
- Major recommendation for the reservation system is to allow for the reservation of specific campsites.

Why Choose Park

- Most people choose the park because it is close or convenient.
- A large percentage also choose it for other recreation showing a dramatic increase of 12% in this figure since 1975.

Expenditures

- The average total expenditure per party within 25 miles of the park was $186.00. 19% of this was spent on fuel and transportation, 35% on food and drink, 20% on entertainment, and 26% on miscellaneous items.

Market Area

- Visitors are mainly from the northern and central regions of Ontario at 27% each.
- A large number are also from other Canada and other U.S.A.

Marketing Information

- Most people learned of the park from a map or road sign, friends or relatives or a parks publication.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: attractions, maps, facilities/services, operating dates/rates and other.
- Visitors place a high importance on maps and a list of facilities and services.
- The ranking of importance of printed material from most important to least important upon arrival at the park is: maps, park activities, park information, local attractions and other.
- Visitors place a relatively high importance on maps.

Parks - Specific Topics

- Over 90% of the visitors found the park staff friendly and the park well maintained.
- 10% were not satisfied with the park security. 75% were satisfied and 15% had no opinion.

RIDEAU RIVER	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	63.4	14.2	3.3	15.2	1.9	1.8	1.9	16.6	15.1	20.8	14.8	9.5	5.3	15.9
83	63.8	17.3	1.6	11.0	2.4	3.9	2.3	21.1	18.0	21.9	14.8	12.5	3.9	5.5

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	9.6	14.9	16.5	22.2	15.1	10.9	10.7		39.4	16.1	31.8	9.2	3.5
83	9.2	7.5	14.2	25.0	15.8	13.3	15.0		36.9	14.6	35.0	8.5	5.1

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	71.4	28.6	9.3	90.7	32.2	13.9	30.0	1.3	0.0		0.9	21.7
83	58.1	41.9	26.7	73.3	32.8	18.9	20.5	0.0	1.6		3.3	13.1

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	24.5	5.2	1.7	1.2	0.5	16.9	10.6	19.8					19.6
83	12.9	0.6	0.0	3.4	1.7	18.5	8.4	9.0					45.6
3	2.9	.6	0	[illegible]	7	5	[illegible]	0					5.6

RIDEAU RIVER	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hik	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoin	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
								P CI ON S										
77	78.5	70.8	5.5	3.7	5.0	12.0	1.8	49.8	1.6	38.9	64.2	4.0	0.1	1.7	1.0	4.2		
83	77.6	78.5	4.7	11.0	19.4	12.8	3.7	57.4	1.9	57.5	83.3	13.1	7.4	8.4	5.6	23.6		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	48.5	3.1	1.7	3.7	4.3	3.4	6.4	4.2	4.8	1.4	3.6	3.1		11.8	93.7	2.9	1.4	1.9
83	58.6	9.4	1.6	2.3	3.1	2.3	1.6	0.8	0.8		3.1	4.7		9.4	93.1	1.8	5.3	0.0

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	8.9	3.4	35.9	0.7	13.3	0.4	1.9	1.4	3.8	10.4			2.4		1.6	15.9
83	15.7	4.3	47.0	0.0	6.1	2.6	0.0	1.7	0.9	3.5			1.7		0.9	15.7

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	28	57	5	11
		[illegible]	5	10

PERMANENT RESIDENCE BY COUNTY

RIDEAU RIVER	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.5
83	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-boroug	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.2	3.3	71.7
83	0.00	0.00	0.00	0.88	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.51	62.28

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissin	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
77	9.4	3.9	0.5	1.2	0.1	0.2	0.0	0.0	0.0	-	0.0	-	0.0	0.0	0.0	0.0
83	11.40	3.51	0.88	3.51	-	0.00	0.00	0.00	0.00	0.88	1.75	-	0.00	0.00	0.00	0.00

RIDEAU RIVER	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	54.4	28.9	2.0	10.3	3.3	1.0	3.5	35.7	13.6	24.0	11.9	4.6	2.6	4.1
83	51.6	38.5	1.2	5.6	1.6	1.6	1.6	45.0	12.9	21.3	9.2	5.6	1.2	1.2

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
77	32.5	18.5	39.7	6.8	2.5			46.7	47.7	5.6	60.8	14.8	24.4
83	28.9	13.2	36.9	16.4	4.6			32.9	60.7	6.3	46.2	23.7	30.0

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	1.8	17.9	0.0	2.0	3.6	1.4	2.3	0.3	7.3	37.3	1.3	2.2
83	5.6	12.1	1.3	2.6	3.4	0.9	1.7	0.9	3.9	45.7	2.2	19.8

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	19.0		4.2	6.2	18.8	6.9	1.3	3.1		2.9	19.0	3.3	15.3
83	27.5		9.5	5.3	6.2	2.0	2.0	1.7		4.5	19.3	1.1	20.9
83	27.5		9.5	5.3	6.2	2.0	2.0	1.7		4.5	19.3	1.1	20.9

RIDEAU RIVER	PREVIOUS VISIT TO PARK		VISITED PARK LAST YEAR		CAMP PARK LAST YEAR		CAMP EQUIPMENT USED						ORIGIN			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	42.9	57.1	35.7	64.3	24.0	76.0	49.7	26.6	9.3	5.6	9.2	3.0	75.3	10.3	12.5	2.0
83	34.0	66.0	69.1	30.9	87.5	12.5	48.4	28.6	13.5	7.1	8.0	6.4	68.4	13.3	16.2	2.1

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	24.6	58.9	4.5	7.8	22.6	27.7	7.1	54.4	28.6	78.0	14.7	2.8	8.7	1.6	10.9	21.9	11.5
83	39.5	58.2	6.5	17.4	31.1	28.6	16.2	43.8	36.9	93.8	30.7	3.7	15.3	8.5	39.4	8.9	*132.4

*includes sunbathing and walking for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	30.2	10.1	6.0	0.0	0.9	1.4	11.7	0.5	0.2	6.9	5.5	5.3	21.3
83	25.3	15.1	1.7	2.4	3.8	2.4	5.5	1.7	1.7	2.1	7.2	1.7	29.4

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/Regulation	Other
77	8.4	0.5	5.4	0.3	3.0	4.9	1.9	2.5	7.4	7.9	31.8		1.4		9.5		15.1
83	15.1	1.2	21.8	1.2	1.2	4.0	4.0	2.0	1.6	5.2	5.6		0.8		1.6		*34.9

RIDEAU RIVER	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	8	56	20	17
83	15	40	24	21

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	1.6	0.2	0.4	0.2	0.6	0.2	0.5	0.3	0.1	0.1	0.6	1.1	1.4	0.1	1.2	1.2	1.3	1.9
83	0.41	1.24	0.41	0.41	0.83	0.41	0.83	1.66	0.41	0.41	0.00	2.07	0.00	0.41	2.07	0.00	1.66	2.49

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.2	0.7	0.8	4.6	1.4	0.3	0.0	0.3	0.5	0.7	0.2	0.1	0.4	0.1	1.0	0.1	1.0	41.0
83	0.83	0.00	0.41	5.39	0.83	0.41	0.00	0.83	0.83	0.41	0.00	0.41	0.41	0.00	1.66	1.24	0.00	31.95

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	3.6	0.8	0.5	1.9	0.3	0.0	0.4	0.0	0.2	0.4	0.1	0.0	0.2	0.0	0.0	0.0
83	2.07	0.41	1.24	0.41	0.83	0.41	0.83	0.41	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00
83	2.07	0.41	1.24	0.41	0.83	0.41	0.83	0.41	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00

RIDEAU RIVER (1983)

DAY USE

Users

- 64% of the parties of day users are families. Couples are next at 17% and then groups of friends at 11%.
- Couples have increased by 3% and groups of friends have decreased by 4% since 1977.
- Groups of 2, 3 and 4 persons form the majority of parties, with fairly equal percentages for each size. Groups of 5 and 6 persons are fairly close behind at 15% and 13% of the total number of parties respectively.
- Groups of 8 or more people form 6% of the total parties representing a 10% decrease since 1977.
- Most day users (72%) are in the age groups 1-14 or 25-44, with fairly equal percentages in each group. 15% are in the age group 15-24. These percentages have not changed significantly since 1977.

Extent of Use

- 58% had visited the park previously showing a 13% decrease in return rate since 1977.
- 64% of these previous visitors visited the park last year (1982) spending an average of 7.2 days in the park that year.
- Day users spend an average of 3.5 hours in the park per visit. Since 1977 people are spending slightly longer hours in the park.
- While visiting the park, visitors are normally staying at their permanent residence, a provincial campground or with friends or relatives.

Activities and Use of Facilities

- The majority of day users participate in the following activities: casual play, using playground facilities, relaxing, picnicking, sunbathing, swimming and walking.
- Compared to other parks, other activities which are not mentioned above have relatively low participation rates except for biking which has a higher than average participation rate.
- Participation rates for all activities have increased since 1977, showing that day users are participating in more and a greater variety of activities while visiting the park. They participate in an average of 5.3 activities per visit.
- 33% said they spent most time swimming. Relaxing and picnicking were also frequent responses. Since 1977, less people are saying they spent most time relaxing, showing that they are participating in more activities.

Activities and Use of Facilities (cont'd)

- The major reasons for enjoying the park are for its natural setting, its quiet/ relaxing atmosphere, the weather, the beach and the beach activity.
- Since 1977 less people say they enjoyed it because it is quiet or clean or for the beach/swim area. More people say they enjoyed the park because of the staff.

Recommended Improvements

- 16% think the park should be left as is.
- 47% feel the beach/swim area needs improvement showing an 11% increase since 1977.
- Other minor recommendations are for more recreation programs and concessions.
- Recommendations for recreation programs, sanitation and concessions have decreased since 1977.

Why Choose Park

- 59% chose the park because it is close to their residence. A fair number chose it out of convenience and a few for its good facilities and recreation opportunities.
- Compared to statistics from 1977, 10% more people are choosing the park because it is close and 6% more because it is convenient.
- Smaller percentages are choosing it for its natural setting, cleanliness or beach/swim area.

Expenditures

- The total average expenditure per party within 25 miles of the park is $42.00, showing an increase of $38.00 since 1976.
- 49% of the total expenditure was spent on food and drink, 36% on fuel and transportation, 10% on miscellaneous items and 5% on entertainment. This shows a decrease of 8% in the amount spent on food and drink and an increase of the same percentage in the amount spent on fuel and transportation.

Market Area

- 85% of the day users were from the eastern region of Ontario. A few were from the central region and from border states. The number from the U.S.A. has increased by 4% since 1977.

Marketing Information

- 44% of the visitors learned about the park from a map or road sign. 38% heard about it from friends or relatives. A very few heard about it from parks publications or an information centre.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, local attractions, park activities, park information and other.

CAMPERS

Users

- 52% of the campers are families. Couples are next at 38%. This represents a 10% increase in couples using the park since 1977. Families and groups of friends have decreased slightly since 1977.
- 45% of the camping parties are groups of 2 persons, showing a 9% increase since 1977. This corresponds with a decrease in groups of 4 and 5 persons. Groups of 4 people are now at 21%.
- There are a fair number of groups of 8 or more people (3%) compared to other parks.
- 37% of the campers are in the age group 25-44, and 29% are from 1-14. Age group 45-64 is next at 16% and then those from 15 to 24.
- The number of campers over 45 years old have increased by about 12% since 1977.

Extent of Use

- 34% of the campers had visited the park previously, showing a 9% decrease in return rate since 1977.
- 69% of these previous visitors visited the park last year (1982), spending an average of 8.1 days in the park that year.
- 88% of those who visited the park in 1982, camped in the park that year.
- Campers spend an average of 2.6 nights in the park per visit.
- 61% use the park for a vacation trip, and 46% use it as their main destination. A fair number (30%) use the park as a stopover.
- The above shows an increase of 13% in those using the park for a vacation trip, but a decrease of 15% in those using it as a main destination. This goes to an increase in those using it as one of several destinations, or for a stopover.

Activities and Use of Facilities

- There is a greater than 80% participation rate for walking and relaxing.
- The majority of campers also swim while staying in the park.
- Other activities with a greater than 25% participation rate are: picnicking, sunbathing, fishing, hiking, casual play, viewing and photographing, using playground facilities, and visiting viewpoints/lookouts.
- Participation rates for all activities have increased since 1977, except for swimming, casual play and staff presentations.
- Casual play has decreased by 10% and attendance at staff presentations has decreased by 13% since 1977. Swimming has remained approximately the same.
- 46% of the campers say they spend most time relaxing showing a 9% increase since 1977. Swimming and walking are also frequent responses.
- Picnicking and casual play are of importance when compared to the average response for all parks.
- The major reasons for enjoying the park are the quiet/relaxing atmosphere and the campsites.
- Compared to other parks, many find it clean. They enjoy the staff, the washrooms and the showers.
- Compared to statistics for 1977, greater percentages enjoyed the park because it was quiet and relaxing, clean, and for the washrooms. However, those saying they enjoyed it for its natural setting and swimming have decreased.
- 83% said they were aware of the campsite reservation system and 24% had previously used it.
- 90% agree with noise control action and 75% thought it was effective.

Camping Equipment Used

- 41% of the campers had a tent as their primary piece of equipment, 28% had a tent trailer, and 14% a travel trailer.
- 12% had a second piece of equipment which was mainly a tent and sometimes a van.
- Since 1977, the percentage of campers using a travel trailer has increased slightly.

Recommended Improvements

- 15% think the park should be left as is.
- The major area recommended for improvement is the beach/swim area, showing a 16% increase in recommendations since 1977.

Recommended Improvements (cont'd)

- Other minor recommendations are for sanitation, other facilities and showers. Concern for other facilities has decreased dramatically since 1977. Concern for campsites, sanitation and noise control has also decreased slightly.
- Concern for the beach/swim area and interpretive facilities has increased.
- Recommended improvements to the reservation system are to allow for the reservation of specific campsites (18% recommended this). A few thought it should be discontinued, and a few thought there should be site selection upon arrival.

Why Choose Park

- 25% chose the park because it is close to their residence, and 15% for convenience.
- A few minor reasons are for the good facilities and recreation opportunities and for its natural setting.
- Since 1977 smaller percentages are choosing the park because it is close, recommended or for its natural setting. Fewer are also choosing it for its aquatic recreation or because it is quiet.
- Higher percentages are choosing it for the following reasons: convenience, visiting friends, and general interest.

Expenditures

- The total average expenditure per party within 25 miles of the park is $116.00 showing an increase of $95.00 since 1977.
- 40% of the total expenditure was spent on food and drink, showing a 16% decrease since 1977. 24% was spent on fuel and transportation, 21% on miscellaneous items, and 15% on entertainment. The three just mentioned have increased slightly since 1977.

Market Area

- Most campers are from the eastern region of Ontario. A fair number are from the central region and from border states. A few are from border provinces and from the southwest region of Ontario.
- The percentages from other Canada and the U.S.A. have increased slightly since 1977, and those from Ontario have decreased.

Marketing Information

- 33% heard about the park from a map or road sign. About 20% heard about it from each of an information centre, friends or relatives, or a parks publication.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.

Marketing Information (cont'd)

- Campers felt park information relating to history and nature upon arrival at the park is of relatively minor importance.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, local attractions, park information and other.

RUSHING RIVER	PARTICIPATION RATES Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hike	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
75	64.1	63.3	1.1	2.5	7.5	27.6	1.6	27.7		20.9	49.7	28.0	2.7	9.6		8.1		0.2
83	86.7	82.1	3.1	4.1	36.6	84.5	4.1	42.2		44.4	83.8	65.3	8.4	31.3		53.8		*87.8

*includes sunbathing for '83

	REASON FOR CHOOSING PARK Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	ORIGIN Ontario	Other Canada	U.S.A.	Other
75	20.3	19.3	4.9	3.1	6.1	7.8	8.6	1.0	0.7					28.3	41.4	31.6	25.1	0.6
83	33.6	5.5	6.4	0.9	2.7	7.3	13.6	3.6	0.9					20.9	46.6	36.0	15.8	1.8

	RECOMMENDED IMPROVEMENTS Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
75	20.2	4.0	3.8	1.3	0.8		0.3		1.4	0.9				0.0		67.4
83	25.4	10.4	4.5	0.0	3.0		0.0		6.0	1.5				0.0		49.3

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

RUSHING RIVER	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	61.8	19.8	3.2	11.1		4.2	2.1	22.2	10.1	25.3	12.7	8.5	5.5	13.6
83	53.4	20.3	2.3	24.1		0.0	0.0	21.5	17.7	29.2	13.8	8.5	4.6	4.6

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
75	6.5	22.1	21.3	10.7	14.4	9.4	15.5		31.8	18.4	28.8	15.6	5.5
83	3.3	10.0	21.7	20.0	15.8	12.5	16.6		30.5	20.2	35.1	11.0	3.2

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
75	57.1	42.9	7.1	92.9	27.8	18.8	17.4	9.9	3.9		1.3	20.7
83	64.8	35.2	27.6	72.4	32.2	17.4	13.9	5.2	1.7		0.9	28.7

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
75													
83													

PERMANENT RESIDENCE BY COUNTY

RUSHING RIVER	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
75	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.4	0.4	0.0
83	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.88	0.00	0.88

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
75	0.2	0.4	0.0	1.5	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.6
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timikaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
75	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	4.4	30.3
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.88	0.88	2.63	37.72

RUSHING RIVER	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	54.8	31.7	0.4	11.5		1.6	1.0	36.3	12.1	24.8	14.9	5.9	2.1	2.9
83	61.5	29.9	0.6	6.0		2.1	2.1	31.9	12.7	32.5	13.9	4.5	0.9	1.5

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
75	30.3	20.5	34.8	11.9	2.5			21.8	62.5	15.7			
83	34.3	11.3	39.2	12.7	2.5			12.3	83.2	4.5			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
75												
83												

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other

RUSHING RIVER	P OUS VISIT TO PARK		VI D PARK LAST YEAR		AMP PARK LAST YEAR		AMI EQ ENT ED						RIG			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
75	34.1	65.9											31.8	40.7	26.6	0.9
83	56.7	43.3											15.3	70.1	13.3	1.2

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
75	25.8	62.4	11.2	20.0	26.9	43.4	5.8	35.2	26.1	72.8	41.6	4.6	22.5		31.9	19.1	0.0
83	43.4	91.7	25.8	29.7	41.1	*156.2	19.6	57.8	47.6	98.4	72.8	13.1	50.3		69.1	31.0	**100.3

* includes walking and unguided hikes ** includes sunbathing and staff recreation

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
75	7.3	22.8	20.6	3.2	2.4	11.9	9.5	1.0	2.6	1.8	0.0	0.8	16.2
83	7.1	10.7	12.4	0.7	4.8	13.6	14.5	0.7	4.8	1.7	13.1	4.0	11.9

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
75	21.1	0.6	2.1	8.2	2.9	3.2	1.5	1.2	7.9	24.3	11.1		0.9		7.9		7.0
83	16.3	0.3	1.0	1.6	2.9	2.9	3.8	1.6	2.2	13.4	7.0		2.6		4.8		*39.7

RUSHING RIVER (1983)

DAY USE

Users - 53% of the parties using the park are families. This represents a decrease of 8% over the past 8 years of families using the park.

- Groups of friends have increased by 13% over the 8 years to 24% of parties using the park. Couples are close behind at 20%.
- 29% of the total parties include 4 persons. This is followed by parties of 2 and 3 persons giving an average party size of 4.2 persons.
- Over the past 8 years there has been a decrease in groups of 8 or more people. This decrease seems to have gone to an increase in parties of 3 and 4 persons.
- 35% of the users are between the ages of 25 and 44 and 30% between 1 and 14. This represents, primarily, families made up of these age groups.
- The age distribution of users has been fairly constant since 1975 with only a 6% increase in users between 25 and 44 years and a 4% decrease in users between 45 and 64 years.

Extent of Use

- 65% of the day visitors have visited the park previously. This represents an 8% increase in return rate since 1975.
- 76% of these previous visitors visited the park in 1982.
- Previous visitors spent an average of 4.8 days in the park in 1982.
- Day users stayed in the park an average of 3.6 hours in 1983.
- 10% stayed in the park 1-2 hours showing a 12% decrease since 1975, and 20% stayed in the park 3-4 hours showing a 10% increase since 1975. This shows people are spending longer hours in the park.

Activities and Use of Facilities

- Activities with the greatest participation rates are: relaxing, picnicking, sunbathing, swimming and walking. They are all towards or above the 80 percent mark. Participation rates for these activities have increased by more than 20% since 1975.
- Visiting viewpoints is also a major activity.
- There are low participation rates for guided walks, staff recreation and presentations, boating, hiking and biking.
- Users seem to be participating in more and varied activities while visiting the park as compared to 1975. They participate in an average of 5.77 activities while visiting the park, with 29% participating in over 8 activities. This may be since they are spending longer hours in the park.
- The major reasons for enjoyment of the park are because it is quiet and relaxing and the weather was good.

Recommended Improvements

- 25% of users recommended the park be left as is representing a 5% increase since 1975.

- The greatest concerns (over 6%) are the picnic area, sanitation and other facilities. The concern for picnic areas and sanitation has increased since the previous survey.

Why Choose Park

- 34% chose the park because its close to their residence, representing a 13% increase since 1975.

- Less people are choosing the park as a convenient stopover and more for its natural setting and closeness to home.

Expenditures

- The average total expenditures per party within 25 miles of the park is $109.00. 41% of the total was spent on food and drink, 29% on miscellaneous items, 20% on fuel and transportation and 10% on entertainment.

Market Area

- 40% of the users are from the northwestern region and 35% are from border provinces. 12% are from other U.S.A.

- There were 10% less users from the U.S.A. in 1983 than in 1975.

Marketing Information

- 57% of the visitors heard about the park via friends or relatives. The second most important informant was a map or road sign.

- Magazines, newspapers and radio/T.V. were least important.

- The importance of printed material prior to park visit from most important to least important is as follows: maps, facilities/services, attractions, operating dates/rates, other.

- The importance of printed material from most important to least important upon arrival at the park is as follows: maps, local attractions, park activities, park information and other.

CAMPERS

Users - 62% of the camping parties are families.

- Couples are at 30%.
- Since 1975 there has been a 7% increase in families using the park for camping, and a 6% decrease in groups of friends.
- Party sizes of 2 and 4 persons represent the majority of campers at 32% each.
- Parties of 6 or more persons represent less than 7%.
- In the past 8 years there has been an increase of 8% in the parties of 4 persons, and a decrease of 4% in the parties of 2 persons.
- 34% of the campers are between the ages of 1 and 14 and 39% between 25 and 44. There has been a 4% increase in each of these age groups since 1975. This corresponds with an 8% decrease in those between 15 and 24.

Extent of Use

- 57% of the campers had visited the park previously, representing a 23% increase in return rate since 1975.
- 55% of these previous campers visited the park in 1982, and 88% of those who visited in 1982 camped in the park that year.
- The average number of days spent in the park in 1982 by previous campers was 7.6.
- The average length of stay per trip in the park in 1983 was 4.7 nights.
- 83% of the campers used the park for a vacation trip rather than a weekend trip, representing a 20% increase over 8 years.
- 56% said the park was their main destination, and 25% were using it as one of several destinations.
- Park has become increasingly a vacation spot rather than a stopover point, and an increasing number of people are returning year after year, with family groups comprising the majority of campers.

Activities and Use of Facilities

- Activities with the greatest participation rates are sunbathing, swimming, walking and relaxing - with greater than 80% participation rates.
- Also of importance are picnicking, fishing, hiking, casual play, view/photo, playground, viewpoints, historic displays and staff presentations.
- Of minor importance are boating, biking, guided walks and staff recreation.
- Participation in all activities has increased dramatically over the past 8 years with a greater than 20% increase in swimming, casual play, playground, relaxing, viewpoints, photographing and displays.

Activities and Use of Facilities

- Campers spend most time swimming and relaxing according to the 1983 survey. However the majority of respondents to the participation questions were between the ages of 25 and 44.

- Respondents participated in an average of 8.6 activities with 66% participating in over 8 activities.

- The greatest reason for enjoying the park were its natural setting, it was found to be quiet/relaxing, its campsites and beach/swimming.

- 79% of campers said they were aware of the campsite reservations, however only 16% said they had previously used the reservation system.

Camping Equipment Used

- 30% of the campers used a tent trailer as their primary piece of equipment. The next most frequently used was a tent and then a travel trailer.

- 26% of the campers used a second piece of equipment which was in most cases a tent and sometimes a van.

Recommended Improvements

- Sanitation is the greatest area of concern. However this recommendation for improvement has decreased by 11% since 1975.

- There are minor recommendations in the areas of interpretation, other facilities, showers, campsites and animal control.

- Most people feel the reservation system is effective and should be left as is. Minor recommendations were: making sites available to other campers, not holding the site beyond a certain time, allowing for specific campsites and making more sites available.

- 94% of the campers agree with noise control action, and 79% feel it is effective.

Why Choose Park

- Major reasons for choosing park are: convenience, recommendations by friends, past experience, natural setting and its good facilities and recreation opportunities.

- Since 1975, more people are choosing the park for its recreation opportunities and natural setting, and less people for its convenience and recommendation by friends.

Expenditures

- Campers total average expenditures within 25 miles of the park amount to $186.00. 41% of this was spent on food and drink, 24% on fuel and transportation, only 7% on entertainment, and 28% on miscellaneous items.

Market Area

- 63% of the campers come from border provinces. Ontario supplies 15% of the campers, and the U.S.A. 13%.
- Campers from Ontario and the U.S.A. have decreased over the past 8 years, giving a 30% increase in campers from other parts of Canada, mostly border provinces.

Marketing Information

- 64% of the campers learned of the park through friends and relatives. The next most important sources were through maps and information centres.
- The importance of printed material prior to arrival at park from most important to least important is as follows: maps, facilities/services, attractions, operating dates/rates and other.
- The importance of printed material upon arrival at the park is as follows: maps, park activities, park information, local attractions and other.
- Responses were neutral to unimportant for the importance of information relating to history and nature upon arrival at park.

S. CHAMPLAIN	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	58.3	16.9	2.2	21.4	0.8	0.5	1.4	20.2	14.6	19.4	9.9	7.9	5.8	20.9
83	61.4	13.2	1.0	20.8	3.6	0.0	2.5	19.3	16.2	23.9	15.7	11.2	5.6	5.6

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
76	1.2	10.2	14.3	14.7	21.2	17.8	20.6		33.0	24.6	28.7	9.7	4.0
83	3.8	10.4	24.2	21.4	18.7	6.0	15.4		31.4	25.2	31.8	9.1	2.5

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
76	73.8	26.2	20.2	79.8	53.2	11.2	19.0	1.5	2.3		2.2	10.7
83	74.7	25.3	30.8	69.2	41.0	15.7	11.2	2.8	0.6		2.8	25.9

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other

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S. CHAMPLAIN	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreatio	Photo	Walking	Other
76	78.6	75.5	0.7	5.6	5.4	15.4	1.5	32.1		9.3	52.8	19.9	3.2	12.4	0.4	6.6		2.3
83	83.3	85.5	2.7	13.8	27.5	13.3	6.8	54.0		34.2	83.7	38.0	8.3	35.8	6.9	33.3		*152.2

*includes sunbathing and unguided walks for '83

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
76	48.9	4.9	4.6	3.0	2.4	4.3	9.7	3.1	7.8	0.1	5.4	3.1		2.6	93.0	3.1	2.7	1.2
83	43.6	13.9	3.0	0.6	3.0	4.8	4.8	3.0	1.2		3.6	2.4		9.7	88.3	6.2	4.3	1.2

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
76	18.9	10.4	15.7	3.7	12.5	1.5	1.3	1.6	2.9	7.7		1.1	8.0		8.0	6.6
83	20.0	3.7	10.4	3.7	10.4	0.7	2.2	1.5	1.5	6.7		0.7	3.0		8.1	27.4

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

S. CHAMPLAIN	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	0.5	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.3	0.0	0.3
83	0.00	0.00	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.61	0.00	0.61	1.23

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.0	0.0	0.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.0	0.0	0.2	0.4	0.0	0.9
83	0.00	0.00	1.23	1.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	0.00	0.00	0.00	0.00	4.29

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.0	0.0	0.0	0.0	0.0	0.0	79.7	2.8	1.3	0.2	0.1	0.0	0.3	0.3	0.0	0.6
83	0.00	0.00	0.00	0.00	-	0.61	69.33	1.23	1.84	0.00	0.61	-	0.61	0.00	0.00	0.00

S. CHAMPLAIN	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	53.0	33.6	0.5	9.0	3.3	0.6	3.5	38.3	13.8	23.0	12.3	6.1	1.3	1.6
83	51.0	38.0	0.4	7.8	1.6	1.2	1.6	44.9	14.7	22.4	9.4	4.1	0.4	2.4

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
76	31.7	15.8	37.6	12.1	2.8			19.3	73.7	6.9			
83	27.3	11.0	38.3	19.4	4.0			19.6	73.1	7.3			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
76	0.5	15.8	0.0	9.5	11.3	11.4	1.6	1.7	7.1	27.8	1.8	11.4
83	3.7	18.0	0.5	9.7	10.6	15.3	0.5	1.4	0.5	34.6	1.4	4.2

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
76													
8													

S. CHAMPLAIN	PF OUS VISIT TO PARK		VIS D PARK LAST YEAR		MP PARK LAST YEAR		AMP EQU ENT D						IGI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
76	32.1	67.9			53.1	46.9	46.4	26.3	15.5	8.5	8.8	3.7	66.4	15.0	16.5	2.1
83	35.8	64.2			86.7	13.3	57.6	25.2	14.7	6.3	9.3	7.5	68.8	8.7	20.0	2.6

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
76	23.9	59.9	5.5	26.0	31.2	43.5	7.7	35.3	21.1	64.8	36.4	10.7	30.2	15.6	30.2	25.5	2.7
83	31.5	79.2	6.0	40.5	37.6	51.0	12.6	39.5	39.0	89.6	62.2	14.4	53.2	19.6	64.3	24.1	*146.4

*includes walking and sunbathing for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
76	8.3	36.0	10.7	1.9	4.4	4.9	10.6	2.2	2.0	3.6	4.0	3.3	18.1
83	7.3	34.0	3.5	1.9	9.7	10.0	5.0	1.2	1.5	6.6	7.7	2.3	9.2

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
76	10.8	1.2	5.6	3.4	2.8	1.5	2.0	1.8	10.3	24.6	17.5		3.2		9.2		6.1
83	13.3	1.4	2.4	0.9	3.8	1.9	2.4	2.4	2.4	8.5	4.3		1.4		8.1		*47.0

S. CHAMPLAIN	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	1.0	0.4	0.4	0.1	1.2	0.0	0.7	0.6	0.3	0.3	0.1	0.5	1.0	0.5	1.9	2.2	1.1	2.2
83	0.87	0.43	0.00	0.00	2.61	0.00	0.00	1.30	0.00	0.43	0.00	0.87	2.17	0.00	2.17	2.61	0.87	2.17

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.2	1.4	0.7	7.2	1.6	0.3	0.1	0.0	0.7	0.4	0.0	0.1	4.1	0.3	1.6	0.2	0.5	9.1
83	0.43	2.17	1.30	5.22	1.74	0.00	0.43	0.00	0.43	0.00	0.43	0.00	3.04	0.00	1.30	0.00	0.00	9.13

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.4	0.3	0.4	0.5	0.2	0.0	11.7	1.3	2.8	1.1	1.9	0.0	1.6	0.9	0.3	0.0
83	0.43	0.43	0.87	1.30	0.00	0.00	16.52	1.74	1.30	0.87	0.87	0.00	1.30	0.00	0.00	0.00
83	0	(	0.	1	0.	0.	1	1.	1.30	0.8	.87	.00	30	00	0	)

SAMUEL DE CHAMPLAIN (1983)

DAY USE

Users - 61% are families. Groups of friends are next at 21%. Couples are at 13% showing a decrease of 4% since 1976. This went to an increase in the number of families and a small increase in singles.

- The greatest percentage of parties are groups of 4 persons. Groups of 2, 3 and 5 persons are next. There is a relatively large number of parties of 6 or more persons compared to other parks.
- Groups of 8 or more have decreased substantially by 15% since 1976. This has gone to an increase in groups of 4, 5 and 6 persons.
- Most visitors are in the age groups 1-14 and 25-44. 25% are also between the ages of 15 and 24. These figures have not changed significantly over the past 7 years.
- In summary, day users are mostly families, groups of 4 persons and age groups 1-14 and 25-44.

Extent of Use

- 75% of the day users had visited the park previously. 78% of these previous visitors visited the park in 1982.
- The number of previous visitors has remained fairly constant since 1976.
- In 1982, visitors spent an average of 10 days in the park. This is high compared to most parks.
- Most day users spend between 2 and 5 hours in the park per visit. Since 1976, the number of people spending more than 4 hours in the park has decreased by 19% giving an increase in those spending between 2 and 4 hours.
- While visiting the park, the greatest percentages of people were staying at their permanent residence or at a provincial campground.

Activities and Use of Facilities

- Over 80% of the users participate in the following activities: relaxing, picnicking and swimming.
- The majority also participate in: casual play, sunbathing and walking.
- Other activities showing higher participation rates than at most parks are visiting historic displays and canoeing.
- Participation in all activities except hiking, have increased greatly over the past 7 years.
- 41% of the day users say they spend most time swimming, showing a decrease of 12% since 1976. More people are saying they spend most time picnicking, sunbathing or walking.

Activities and Use of Facilities (cont'd)

- While visiting the park, day users participate in an average of 5.6 activities.
- Visitors enjoy the park mostly for its quiet/relaxing atmosphere and its natural setting.

Recommended Improvements

- 20% think the park should be left as is.
- Over 10% think the beach/swim area should be improved and there should be more recreation programs.
- Concern for sanitation is very low compared to other parks.
- Since 1976, the percentages of visitors recommending certain improvements have remained approximately the same or have decreased. Concern for the picnic area has decreased by 7%.

Why Choose Park

- 44% chose the park because it is close to their residence. Another major reason is convenience.
- Since 1976, more people are choosing the park out of convenience, and fewer because it is close to their residence, for its natural setting or the beach/swim area.

Expenditures

- The total average expenditure per party within 25 miles of the park is $97.00. 39% was spent on fuel and transportation, 36% on food and drink, 24% on entertainment and 11% on miscellaneous items.

Market Area

- Most day users are from the northeast region of Ontario.
- A few are from the Algonquin, Eastern and Central regions of Ontario and from border provinces.

Marketing Information

- 43% heard about the park from friends or relatives and 25% from a map or road sign. Parks publications were next in importance.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- A couple of people suggested they should receive information on campsite reservations, and the number of campsites available prior to arrival at the park.

Marketing Information (cont'd)

- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, local attractions, park information, park activities and other.

- When asked about the importance of printed material on history and nature upon arrival at the park, most people had neutral to fairly important responses, but, compared to other parks, very few said it was very important.

Park - Specific Topics

- The greatest percentage (29%) thought there should not be controlled commercial trapping. 28% thought there should be, but only where nuisance animals are involved. 24% thought there should be, and 13% said yes, but confined to certain areas.

- 54% thought there should not be controlled fall hunting. 29% thought there should be and 12% said yes, but only in certain areas.

- 64% thought more trails should be developed. 76% would like more hiking trails. Next in line of importance is skiing trails and then horseback riding trails.

CAMPERS

Users - 51% of campers are families and 38% are couples. This shows an increase of 4% in the number of couples since 1976, and a decrease of 2% in the families.

- Groups of friends are the next most important group at 8%.

- Groups of 2 persons form the greatest number of parties at 45%. Then come groups of 4 and then 3 persons. This represents an increase in parties of 2 persons by 7%.

- The average party size is 3.2 persons.

- Age group 25-44 forms the majority of campers at 38%. Next most important is age group 1-14 and then 45-64.

- Since 1976 there has been a decrease in those 15-24 and an increase in the 45-64 age group.

Exent of Use

- 36% had visited the park previously. 54% of those who visited the park previously visited in 1982, and 87% of those who visited in 1982 camped in the park that year.

- previous visitors spent an average of 6 days in the park in 1982.

- Campers spend an average of 2.5 nights in the park per visit.

Extent of Use (cont'd)

- 73% were on a vacation trip when visiting the park. This figure has not changed significantly since 1976. A relatively high percentage, compared to other parks were using the park as a stopover and only 34% were using it as their main destination.

Activities and Use of Facilities

- Greater than 80% of the campers participate in the following activities: walking and relaxing.
- The majority also participate in: sunbathing, swimming, hiking, viewing and photographing, visiting viewpoints and lookouts, and historic displays.
- Compared to other parks, the participation rate for canoeing and using playground facilities is quite high.
- Participation rates for all activities have remained fairly equal or increased since 1976. Motor boating and staff presentations have remained constant but all others have increased significantly.
- 35% said they spent most time relaxing showing a 7% increase since 1976.
- Other major responses are swimming, fishing, walking and canoeing
- Campers participate in an average of 7 activities while visiting the park.
- 23% said they enjoyed the park for its quiet/relaxing atmosphere. Other reasons are for the campsites and natural setting.
- Compared to other parks, walking/hiking, fishing and canoeing/sailing are relatively large reasons for enjoying the park.
- 76% said they were aware of the campsite reservation system, but only 16% had used it previously.
- 92% agree with noise control action and 69% thought it was effective.

Camping Equipment Used

- 43% of the campers use a tent as their major piece of equipment. A tent trailer is next, and then a travel trailer.
- 21% had a second piece of equipment which was mainly a tent and sometimes a van.
- The number of campers using tents has increased by 11% since 1976.

Recommended Improvements

- 13% think the park should be left as is.
- The major recommendation for improvement is to showers.
- Recommendations for campsites is also slightly higher than average compared to other parks.

Recommended Improvements (cont'd)

- Since 1976, recommendations for nosie control, sanitation and other facilities have decreased greatly. Other recommendations have remained the same or changed only slightly.

Why Choose Park

- A very large percentage (34%) chose the park for convenience. Relatively few chose it because it is close to their residence.

- Other comparatively large reasons are: general interest/first visit and aquatic recreation.

- Since 1976, less people are choosing the park from recommendations by friends or relatives, or for its natural setting. More people are choosing it out of general interest, past experience and for its recreation opportunities.

Expenditures

- The total average expenditure per party within 25 miles of the park is $106.00. 29% of this was spent on fuel and transportation, 38% on food and drink, 7% on entertainment, and 25% on miscellaneous items. The amount spent on food and drink has decreased since 1976.

Market Area

- The highest percentages of visitors are from the northeast and central regions of Ontario.

- There are also a large number from the eastern region of Ontario and from other U.S.A.

- The number from other parts of Canada has decreased by 6% since 1976, and those from the U.S.A. have increased by 4%.

Marketing Information

- Most people (37%) heard about the park from a map or road sign. The next most important source of information was from friends or relatives. Information centres and parks publications were equal sources with 16% of the visitors saying they heard about the park through each of these sources.

- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.

- Visitors placed a higher than average importance on a map, and a lower than average importance on a list of facilities and services prior to arrival.

- The ranking of importance of printed material upon arrival at the park is: maps, park activities, local attractions, park information and other.

- Campers placed a higher than average importance on a map and a lower than average importance on 'other' printed material.

Park - Specific Topics

- 55% said there should not be controlled fall hunting, 20% said there should be and 7% said there should be but only in certain areas.
- 37% think there should be controlled commercial trapping but only where nuisance animals are involved. 22% think there should not be trapping and 21% think there should be. 9% think it should be confined to certain areas.

SERPENT MOUNDS	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hike	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
	PARTICIPATION RATES																	
78	64.8	58.6	5.7	5.3	14.4	20.0	1.0		2.7	11.5	57.9	54.3	2.6	50.9	0.2	6.4		
83	72.9	69.8	10.5	7.5	41.7	17.8	2.7		3.4	18.0	75.7	67.1	6.0	57.3	2.7	35.0		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
78	21.4	4.6	3.3	1.8	3.9	5.2	7.7	3.6	6.3	4.3	23.8	3.3		11.0	90.4	1.1	5.7	3.0
83	25.7	5.9	2.7	0.5	8.0	5.3	5.3	4.3	3.2		18.2	7.0		10.1	89.0	1.8	7.6	1.7

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
78	22.5	7.1	14.6	1.1	6.4	6.1	2.1	0.0	9.3	2.4			1.4		2.7	24.3
83	26.9	2.3	20.0	3.8	6.9	6.2	3.8	0.8	3.8	3.1			0.8		0.8	20.0

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	~~Fuel and Transportation~~	Food and Drink	Entertainment	Miscellaneous
78	17	31	12	40
83	29	39	6	26

PERMANENT RESIDENCE BY COUNTY

SERPENT MOUNDS	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
78	1.8	0.0	0.6	0.0	1.7	0.0	0.6	0.0	0.3	0.0	0.6	0.2	0.6	0.4	1.4	1.3	0.6	1.7
83	1.16	0.00	0.58	0.00	0.58	0.00	0.58	0.00	0.00	0.00	0.00	2.33	0.00	0.00	0.58	1.74	1.74	1.16

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
78	0.0	0.3	2.4	22.4	11.7	0.9	0.0	0.3	26.7	10.2	0.2	0.6	0.3	0.0	0.0	0.0	0.0	2.2
83	0.00	1.74	0.58	12.21	8.14	2.83	0.58	0.00	36.63	9.88	0.58	2.33	0.00	0.00	0.00	0.00	0.00	2.33

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
78	0.0	0.0	0.0	0.0	-	0.0	0.2	0.0	0.2	0.0	0.0	-	0.0	0.0	-	0.0
83	0.00	0.00	0.00	0.58	-	0.00	0.00	0.00	0.00	0.00	0.00	-	0.58	0.00	0.00	0.00

SERPENT MOUNDS	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
78	59.8	20.7	0.8	15.7	1.1	2.0	1.3	22.6	13.8	26.6	15.0	7.8	4.9	7.8
83	61.0	21.5	1.5	11.8	3.1	1.0	2.6	28.0	17.6	24.9	9.3	8.8	2.1	6.7

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
78	4.4	13.2	17.4	17.3	14.9	11.7	20.3		26.9	15.9	30.1	17.9	9.1
83	17.1	11.6	18.2	17.7	10.5	11.6	13.2		29.1	13.4	33.9	16.1	7.6

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
78	56.3	43.7	8.3	91.7	28.1	9.2	21.2	3.3	3.7	1.9	7.7	24.8
83	59.9	40.1	13.6	86.4	19.8	16.4	17.5	3.4	2.8	7.3	5.1	27.7

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
78	18.2	6.6	2.1	0.5	0.4	22.9	4.5		4.3	2.3			38.2
83	8.1	1.3	1.8	1.3	2.2	13.0	5.8		3.1	6.3			57.1
	.1	3	8		[illegible]	0	5		[illegible]	6.			7.1

SERPENT MOUNDS	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
78	62.4	27.5	0.0	7.7	1.7	0.6	1.7	33.0	13.8	30.3	11.8	5.7	1.7	2.0
83	62.7	25.9	0.0	6.3	3.2	1.9	3.2	30.6	17.2	31.8	12.1	3.2	0.6	1.3

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
78	30.3	17.9	34.7	13.1	4.0			30.0	68.3	1.7	53.2	24.7	22.0
83	34.5	10.1	38.5	12.3	4.6			28.7	67.5	3.8	59.2	24.8	15.9

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
78	1.6	19.0	2.0	1.2	14.2	2.4	1.2	0.8	5.1	41.9	2.0	1.6
83	4.8	14.3	0.7	2.0	17.0	1.4	4.1	0.0	2.7	38.1	0.0	14.9

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
78	20.8		9.7	3.5	16.1	9.1	5.4	1.2		4.3	10.1	1.4	18.4
83	18.8		11.3	4.9	9.8	4.9	3.8	3.4		2.6	13.2	0.8	26.5
[illegible]	3.8		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3		2.	13	0.8	26.5

SERPENT MOUNDS	PR OUS VISIT TO PARK		VIS D PARK LAST YEAR		MP PARK LAST YEAR		AMP EQU NT D						IGI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
78	42.8	57.2	25.7	74.3	19.4	80.6	44.5	32.2	14.6	8.1	11.2	3.1	88.0	4.0	6.7	1.4
83	41.9	58.1	55.6	44.4	97.1	2.9	49.6	29.0	14.8	8.4	9.7	4.5	92.9	4.0	3.3	0.0

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
78	25.3	70.8	22.9	10.1	37.2	28.5	8.0	47.6	26.7	81.6	69.8	5.9	70.1	1.0	11.8	23.3	9.6
83	40.6	81.1	24.4	21.6	52.1	62.1	20.0	62.0	45.3	93.5	81.5	15.2	77.5	19.1	49.3	27.5	*162.7

*includes sunbathing and unguided walking for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
78	10.7	10.7	9.8	2.8	10.0	7.5	13.0	6.8	3.2	4.9	4.7	2.4	13.5
83	15.5	10.8	6.2	3.1	7.2	9.8	4.6	3.1	1.5	4.6	12.9	1.5	19.1

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
78	7.3	0.6	6.5	3.8	1.5	8.2	5.9	0.9	5.0	20.5	0.0		0.3		7.3		32.2
83	17.9	0.0	11.5	2.6	3.2	6.4	7.7	1.9	3.8	5.8	4.5		0.6		6.4		27.5

SERPENT MOUNDS	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
78	18	48	11	24
83	24	41	15	20

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
78	3.7	1.0	0.7	0.3	2.3	0.7	0.3	1.7	0.7	0.3	1.0	2.7	1.3	0.0	3.7	4.7	2.0	5.0
83	3.92	0.65	0.65	0.00	2.61	0.65	0.65	1.31	0.00	0.65	0.00	1.31	0.65	0.65	8.50	5.88	1.96	6.54

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
78	0.3	2.3	4.3	16.4	6.0	1.3	0.0	1.3	8.7	3.0	0.3	2.7	0.3	0.0	0.7	0.3	0.3	4.0
83	0.00	1.31	5.23	16.34	6.54	1.96	0.65	0.00	5.88	7.19	1.31	0.65	0.65	0.00	0.00	0.00	0.65	5.23

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
78	0.0	0.3	0.3	1.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.65	0.00	0.65	0.00	0.00	0.65	0.00	0.00	0.00

SERPENT MOUNDS (1983)

DAY USE

Users - 61% are families. Couples make up 22% of the total number of parties, and groups of friends make up 12% having dropped by 4% since 1978. Percentages of couples and families have not changed significantly over the past 5 years, however singles have increased by 2% and now comprise 3% of the total parties.

- Party sizes seem to have decreased significantly since 1978. Parties of 4 or more people have decreased by 10% since 1978, and groups of 1, 2 and 3 persons have increased correspondingly.
- Parties of 2 and 4 persons still make up the majority of parties at 28% and 25% respectively.
- The greatest percentage of day users (34%) are in the age group 25-44. Age group 1-14 is next (29%) and then 45-64 (16%).
- Age groups 1-14 and 25-44 have increased slightly since 1978 (by 3% to 4%).

Extent of Use

- 60% of the day users had visited the park previously showing a 4% increase in return rate since 1978.
- 58% of these previous visitors visited the park in 1982, spending an average of 5 days in the park that year.
- Day users spend an average of 3 hours in the park per visit. They spend relatively short hours in the park compared to other parks, with fairly equal percentages spending 0-1,2-3 or 3-4 hours.
- Compared to 1978, the percentage spending 0-1 hours has increased by 13% and those spending over 6 hours have decreased by 7%.
- 33% were staying at their permanent residence while visiting the park. A fair number were staying at friends or relatives, and compared to statistics for other parks, a relatively large number were staying at a cabin or cottage.

Activities and Use of Facilities

- The majority of day users participate in the following activities: relaxing, visiting viewpoints and lookouts, visiting historic displays, picnicking, sunbathing, swimming and walking.
- Other relatively important activities compared to other parks, are motor boating, hiking and fishing.
- Participation rates for all activities except hiking, have increased since 1978, showing users are participating in more and a greater variety of activities while visiting the park.
- Users participate in an average of 5.5 activities while visiting the park.

Activities and Use of Facilities (cont'd)

- 20% said they spent most time swimming, representing an 8% decrease since 1978.
- Many said they spent most time picnicking, relaxing or sunbathing. Compared to other parks, higher percentages also said walking or fishing.
- Since 1978, more people said they spent most time picnicking or walking.
- The major reasons for enjoying the park were the weather, the parks natural setting, the quiet/relaxing atmosphere, and the non-guided trails.
- Those saying they enjoyed it because it is quiet have decreased by 10% since 1978.

Recommended Improvements

- 27% think the park should be left as is.
- Areas recommended for improvement are the beach/swim area, more recreation programs and interpretive services.

Why Choose Park

- 26% chose the park because it was close to their residence. Many also chose it for its good facilities and recreation opportunities. A relatively high percentage chose it out of general interest, and because they find it quiet and uncrowded. Both these reasons have increased by 4% each since 1978.

Expenditures

- The total average expenditure per party within 25 miles of the park was $79.00 showing an increase of $65.00 since 1978.
- 39% of the total expenditure was spent on food and drink, 29% on fuel and transportation, 26% on miscellaneous items, and 6% on entertainment. This represents a 12% increase in the amount spent on fuel and transportation, and an 8% increase in the amount spent on food and drink. The expenditures on entertainment and miscellaneous items have decreased by 6% and 14% respectively.

Market Area

- 75% of the visitors were from the central region of Ontario. A fair number were from the eastern region. Border states were also fairly large contributors to the number of visitors. The percentage from the U.S.A. has increased by almost 2% since 1978.

Marketing Information

- 49% heard about the park from friends or relatives. Approximately equal percentages heard about it from a map or road sign, or from an information centre.

Marketing Information (cont'd)

- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, attractions, facilities/services, operating dates/rates and other.

- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park information, local attractions, park activities and other.

Park - Specific Topics

- 34% of the day users said they own a dog, but only 11% took a dog to the park. 11% said they found dogs bothersome, and 39% think there should be further controls over pets.

- 34% recommended dogs be kept on a leash, 16% thought they should not be allowed. A fair percentage said there should be no change and some said people should pick up after their dog.

CAMPERS

Users - Campers are primarily families and couples with families making up 63% and couples making up 26% of the total number of parties visiting the park. This has not changed significantly since 1978.

- 63% of the parties are groups of 2 or 4 people with each of the groups contributing fairly equal percentages to the total. The average group size is 3.4 persons. Party sizes have stayed relatively constant since 1978.

- 39% are between the ages of 25 and 44, and 35% are in the age group 1-14. This shows a 4% increase in each of these groups since 1978. Correspondingly, those between the ages of 25 and 44 have decreased by 8%.

Extent of Use

- 42% of the campers had previously visited the park, showing little change in the return rate since 1978.

- 56% of these previous visitors visited the park last year (1982) and stayed in the park an average of 7.3 days that year.

- 97% of the previous visitors who visited the park in 1982 camped in the park that year.

- Most people were using the park during a vacation trip rather than a weekend trip. 59% said the park was their main destination and 25% said it was one of several destinations.

Activities and Use of Facilities

- There is a greater than 80% participation rate for swimming, walking, relaxing, and visiting viewpoints or lookouts. This shows a greater than 10% increase for each of these activities since 1978.

- The majority of campers also participate in the following activities while visiting the park: sunbathing, fishing, hiking, casual play and visiting historic displays.

Activities and Use of Facilities (cont'd)

- All activities have high participation rates compared to other parks, especially attending staff presentations and historic displays, visiting viewpoints/ lookouts, using playground facilities, motor boating, fishing and hiking.

- Participation rates have increased dramatically since 1978 for all activities.

- 38% said they spent most time relaxing. Fishing and swimming were also important responses.

- Those saying they spent most time relaxing or swimming have decreased by 5% and 4% respectively since 1978.

- Major reasons for enjoyment of the park are the quiet/relaxing atmosphere, the campsites and the cleanliness of the park. Reasons of the natural setting and the swimming have decreased since 1978, and those saying they enjoyed the park for the campsites have increased slightly.

- 93% said they were aware of the campsite reservation system, and 31% said they had previously used it.

- 90% agreed with noise control action and 79% thought it was effective.

Camping Equipment Used

- 41% were using a tent as their major piece of equipment. Many were also using a tent trailer or a travel trailer.

- 16% had a second piece of equipment which was mainly a tent and sometimes a van.

- The percentage of campers using tents have increased by 7% since 1978 and those using tent trailers have decreased by 6%.

Recommended Improvements

- 18% think the park should be left as is, showing an 11% increase since 1978.

- The greatest recommendation for improvement is to the beach/swim area. 12% of the campers have recommended improvement here showing a 5% increase since 1978.

- More recreation programs, interpretive services and campsites are also areas of concern.

- Recommended improvements to sanitation have decreased drastically by 15% since 1978.

Why Choose Park

- The major reasons for choosing the park were its closeness to the campers residence, convenience, and the good facilities and recreation opportunities.

- Since 1978 more people seem to be choosing the park because it is close to their residence, or for other recreation. Less are choosing it because it was recommended, out of general interest, or for the natural setting.

Expenditures

- The total average expenditure per party within 25 miles of the park is $128.00 representing an increase of $88.00 since 1978.
- 41% of the total expenditure was spent on food and drink, 24% on fuel and transportation, 20% on miscellaneous items and 15% on entertainment.
- This shows an increase in the amount spent on fuel and transportation, and entertainment by 6% and 4% respectively. Corresponding there has been a 7% decrease in the amount spent on food and drink, and a 4% decrease in that spent on miscellaneous items.

Market Area

- 68% of the campers were from the central region of Ontario. 11% were from each of the eastern and southwest regions. A very few were from border provinces and border states.
- The percentage of campers from Ontario have increased by 5% and those from the U.S.A. have decreased since 1978.

Marketing Information

- The three major areas people learned about the park were from friends or relatives, maps or road signs and parks publications. A fair number also heard about it from an information centre.
- The ranking of importance of printed material prior to arrival at the park, from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important is: maps, park activities, park information and local attractions (the latter two having equal ranking), and other.

Park - Specific Topics

- 36% said they owned a dog, and 46% had a dog with them. 18% said they found dogs bothersome, and 35% thought there should be further controls over pets.
- 16% thought there should be no change in pet control. Major recommendations were to keep them on a leash and to pick up after them.

SHARBOT LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
79	52.5	32.4	0.2	11.1	2.5	1.3	2.2	38.3	15.0	24.1	9.4	7.9	1.5	1.5
83	50.7	32.4	1.0	11.1	1.7	3.0	1.0	29.6	14.7	23.5	9.2	7.2	3.1	1.7

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
79	27.7	22.2	37.2	10.7	2.2	51.9	48.1	38.6	58.4	3.0	58.0	21.4	20.6
83	28.1	18.7	40.9	10.4	2.0	51.1	48.9	39.5	58.4	2.0	67.2	21.6	11.1

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
79	0.0	28.8	1.8	4.8	10.7	3.8	1.2	0.6	4.2	37.8	0.4	0.0
83	3.6	32.1	1.8	4.6	6.8	2.5	1.1	0.4	1.4	30.7	0.0	15.0

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
79	17.5	2.9	6.3	6.3	20.3	13.7	4.2	3.6	0.1	2.7	13.2	3.0	6.1
83	17.9	1.2	4.5	4.7	5.2	16.1	3.1	1.9	1.6	2.7	12.4	3.7	25.0
	9			4	5	16	3.	1.9	.6	2.7	2.4	7	0

SHA LAKE	PRE US VISIT TO PARK		ISI PARK LAST YEAR		P I PARK LAST YEAR		MPI QUI NT						GI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
79	46.9	53.1	25.7	74.3	35.0	65.0	44.4	24.1	10.6	6.0	10.1	2.5	86.4	7.5	5.3	1.2
83	49.3	50.7	64.0	36.0	91.0	9.0	64.1	30.8	7.8	7.2	5.5	3.1	88.3	6.9	4.9	0.0

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
79	25.5	77.1	12.1	22.3	31.8	42.4	5.7	42.9	5.2	74.2	33.7	1.2	8.0	1.2	14.4	17.4	
83	38.4	93.4	11.5	40.1	51.6	62.4	11.5	52.6	38.4	93.6	59.3	7.8	27.2	20.0	52.3	25.5	

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
79	13.1	12.5	7.8	2.4	4.5	10.8	8.2	3.9	6.1	4.1	0.2	2.5	23.7
83	15.0	10.7	7.8	2.9	8.6	16.0	2.1	2.7	4.8	2.4	9.9	4.0	13.1

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
79	6.8	1.1	3.9	2.4	3.2	9.2	1.7	2.3	5.3	7.2	7.1	18.9	2.1	6.2	3.8	2.7	16.4
83	16.8	0.4	3.3	2.6	1.5	5.1	4.7	0.7	5.1	10.9	4.7	5.5.	1.8	.0.4	6.2	2.2	28.1

SHARBOT LAKE	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
79	17	55	5	24
83	24	44	9	23

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
79	1.5	0.3	0.2	0.3	1.5	0.2	0.2	0.5	0.7	0.2	1.2	0.8	1.5	0.5	1.0	2.3	2.3	1.7
83	0.69	0.34	0.34	0.00	1.03	0.00	0.00	0.69	0.00	0.00	0.69	0.34	1.72	0.69	2.76	0.69	2.07	2.76

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
79	0.8	0.8	2.3	8.5	3.5	0.7	0.0	0.3	2.0	1.8	0.3	2.7	0.5	0.7	7.8	1.2	2.2	29.5
83	0.00	0.34	2.07	4.48	3.45	0.00	0.00	1.03	1.72	3.10	0.34	2.41	0.69	1.03	7.93	3.10	1.38	34.48

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
79	1.0	0.7	0.5	0.2	0.0	0.0	0.0	0.2	0.5	0.0	0.3	0.0	0.2	0.2	0.0	0.0
83	3.10	0.00	1.03	0.34	0.34	0.34	0.34	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00
3	10	00	03	24	3'	34	0.3'	0.00	0.00	0.00	0.00	.00	34	00	00	00

SHARBOT LAKE (1983)

(comparison information with a previous year not available)

DAY USE

Users - 48% of the users were families, and 32% were couples. There were also a fair number of groups of friends, and compared to other parks, a large percentage of singles (5%).

- The average party size was 3.4 persons, with most people being in groups of 2 or 4, and in age groups 25-44 and 1-14.

Extent of Use

- Half of the day users had visited the park previously, and 55% of these previous visitors visited the park in 1982, spending an average of 5.6 days in the park that year.
- The average time spent in the park per visit is about 3.7 hours, and most people were staying at a provincial campground (27%), a permanent residence or with friends or relatives.

Activities and Use of Facilities

- There were greater than 80% participation rates for relaxing and swimming.
- The majority of day users also participated in the following activities while in the park: picnicking, sunbathing, and walking.
- Canoeing also has a relatively high participation rate compared to other parks.
- The lowest rates were for staff presentations, and biking.
- People spend most time swimming, relaxing, picnicking or sunbathing while in the park and enjoy the park mostly for the natural setting, the quiet/relaxing atmosphere, the beach and beach activity.

Recommended Improvements

- 31% thought the park should be left as is, which is a very high percentage compared to other parks.
- Recommended improvements were mostly to the beach/swim area (by 10% of the users).

Why Choose Park

- Most people choose the park for convenience or because it is close to their residence.
- A fair number also choose it because it was recommended by friends, for visiting friends, out of general interest or past experience.

Expenditures

- The total average expenditure per party within 25 miles of the park was $40.00. 33% of this was spent on fuel and transportation, 32% on food and drink, 8% on entertainment, and 26% on miscellaneous items.

Market Area

- 63% were from the eastern region of Ontario, and a large number were from the central region.
- A very few were from border provinces, border states, or the southwest region of Ontario.

Marketing Information

- Most people heard about the park from a map or road sign, or from friends or relatives. A few heard about it from an information centre or a parks publication.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates, and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park information, local attractions, park activities, and other.

CAMPERS

Users - 51% were families, 32% were couples, and 11% were groups of friends.

- Parties were mainly 2 and 4 persons, and age groups 25-44 and 1-14.
- None of the above has changed significantly since 1979 except age group 25-44 has increased slightly, and age group 15-24 has decreased slightly.

Extent of Use

- 49% had visited the park previously giving an increase of only 2% in the return rate since 1979.
- 64% of these previous visitors visited the park in 1982, and spent an average of 7.8 days in the park that year.
- 91% of those who visited the park in 1982 camped in the park that year.
- The average length of stay per visit to the park was 3.8 nights.
- The park is mainly a destination park, with most people (58%) using it during a vacation trip.
- The percentage using the park as their main destination has increased by 9% since 1979, and those using it as a stopover have decreased by 10%.

Activities and Use of Facilities

- There were greater than 80% participation rates for sunbathing, swimming, walking, and relaxing.
- The majority of campers also participate in the following activities while in the park: fishing, hiking, casual play, viewing and photographing, and visiting viewpoints or lookouts.

Activities and Use of Facilities (cont'd)

- Canoeing and using playground facilities were also fairly important.
- Participation rates for all activities, except motor boating, have increased greatly since 1979.
- Campers spend most time relaxing or swimming while in the park, and enjoy the park mainly for the quiet/relaxing atmosphere, the beach/swim area and the campsites. This has not changed significantly since 1979.
- 90% said they were aware of the reservation system, and 35% had previously used it.
- 90% agree with noise control action and 75% found it effective.

Camping Equipment Used

- The majority had a tent as their major piece of equipment and a large number had a tent trailer.
- 18% had a second piece of equipment which was mainly a tent and sometimes a van.
- The percentage of campers using a tent has increased by 16% since 1979, Those using a travel trailer or a van have decreased slightly.

Recommended Improvements

- 17% think the park should be left as is.
- The greatest areas recommended for improvement, by over 5% of the campers, are: sanitation, campsites, showers, noise control, and more recreation programs.
- Those recommending improvement to animal control, showers and recreation programs have decreased since 1979, and they have increased for interpretive services, sanitation and campsites.
- 32% think the reservation system should allow for the reservation of specific sites, 20% think it should be discontinued and 13% think there should be site selection upon arrival.

Why Choose Park

- Most people choose the park from past experience, because it is close to their residence or convenient.
- Those choosing it from general interest, past experience or for the recreation opportunities have increased since 1979, and those choosing it for the natural setting have decreased.

Expenditures

- The total average expenditure per party within 25 miles of the park was $127.00, having increased by $122.00 since 1979.
- 44% of the total expenditure was spent on food and drink, 24% on fuel and transportation, 23% on miscellaneous items and 9% on entertainment.
- The amount spent on food and drink has decreased by 11% since 1979, and that spent on fuel and transportation has increased by 7%.

Market Area

- Most campers were from the eastern region of Ontario. A large percentage were also from the central region.
- A few were from border provinces and border states.
- Percentages from Ontario, other Canada or the U.S.A. have not changed significantly since 1979.

Marketing Information

- Most people heard about the park from friends or relatives or a map or road sign.
- A fair number also heard about it from a parks publication or an information centre.
- The ranking of importance of printed material prior to arrival at the park from most important to least important was: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park, from most important to least important was: maps, park activities, local attractions, park information and other.

SIBLEY	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	56.0	22.3	0.5	18.5	1.5	1.2	1.7	25.3	13.4	20.8	19.1	9.7	3.6	6.4
83	62.2	18.7	1.3	15.6	1.3	0.9	0.9	26.1	18.5	25.2	11.7	9.0	4.1	4.5

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
76	1.1	7.7	13.1	11.0	18.0	13.7	34.8		29.9	23.6	30.8	12.6	3.1
83	1.9	4.8	13.0	18.8	18.3	15.4	27.9		32.3	15.9	38.8	9.4	3.7

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
76	75.1	24.9	18.4	81.6	34.1	11.7	26.3	3.3	2.7		1.7	20.1
83	71.1	28.9	35.8	64.2	28.7	12.8	20.0	2.6	0.5		0.5	34.8

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other

DAY USE

PA IP/ N R

SIBLEY	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
76	74.9	72.1	4.8	6.2	7.2	21.9	3.5	39.9		27.2	61.8	33.1	3.0	8.3	0.9	10.2		4.6
83	84.9	87.4	7.7	7.7	26.2	10.2	8.6	61.2		51.2	86.5	42.2	10.8	21.3	7.3	42.3		*10.3

*includes sunbathing and unguided walks for '83

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
76	25.8	0.7	5.0	5.3	6.5	7.4	18.4	2.6	13.0	1.8	5.5	3.5		4.4	91.9	2.1	4.2	1.6
83	26.5	2.6	5.1	5.6	5.1	8.2	11.2	2.0	0.0		6.1	3.1		9.7	83.8	3.2	11.2	1.6

	RECOMMENDED IMPROVEMENTS														
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
76	14.5	7.5	10.3	3.7	1.7	0.8	8.1	6.4	3.9	7.5		1.2	3.9		23.6	6.9
83	13.3	4.8	7.8	1.8	0.6	1.2	5.4	4.8	6.6	4.2		1.8	0.6		11.4	35.5

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

SIBLEY	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	0.1	0.1	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
83	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.07	0.00	0.00	1.07	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterboroug	Northumberland	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.0	0.4	0.0	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.0
83	0.00	0.00	0.00	1.07	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	1.60

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissin	Parry Sound	Sudbury	Timikaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	87.5	0.2	0.2
83	0.00	0.0	0.0	0.0	-	0.00	0.00	0.00	0.00	0.00	0.53	-	0.53	76.47	0.00	0.00

SIBLEY	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
76	50.5	29.3	0.6	14.1	4.1	1.3	4.1	38.7	16.0	17.4	12.3	5.8	2.0	3.5
83	47.4	35.7	1.2	11.1	3.1	1.5	2.8	43.5	11.2	21.1	11.8	6.2	1.9	1.6

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destin-ation	One of Several Destinations	Stopover
76	29.6	23.1	37.1	9.2	1.0			35.5	56.2	8.3			
83	30.7	15.3	41.1	10.0	2.9			32.4	61.4	6.2			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
76	1.2	19.5	1.9	2.5	4.4	13.3	0.7	6.4	7.3	30.9	2.6	9.5
83	3.7	15.6	0.0	1.7	2.7	24.3	2.0	5.0	2.3	30.9	3.3	8.6

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activ-ities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
76													

SIBLEY	IOU		VI ED		AMP		CAM G EQ MEN ED						ORI			
	VISIT TO PARK		PARK LAST YEAR		PARK LAST YEAR											
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Hom	Ontario	Other Canada	U.S.A	Other
76	40.6	59.4			55.6	44.4	56.7	21.7	7.1	12.2	10.1	3.3	56.8	7.0	35.2	1.0
83	51.9	48.1			92.3	7.7	59.6	18.4	12.8	11.3	11.9	5.9	60.3	4.9	33.5	1.3

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
76	34.4	65.4	6.3	14.2	18.7	38.5	6.3	39.8	25.9	69.9	43.2	4.6	17.6	9.5	39.9	19.5	4.8
83	45.9	80.5	8.5	18.3	29.3	54.9	15.7	46.4	33.3	89.2	66.8	12.8	32.5	19.2	67.0	30.5	*149.7

* includes walking and sunbathing for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
76	13.9	15.2	10.4	1.4	3.9	6.6	19.8	3.4	3.2	1.3	4.0	3.6	13.4
83	20.4	8.5	6.2	0.5	4.7	8.0	15.9	0.0	3.5	1.5	10.4	5.7	14.7

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
76	6.7	0.2	3.5	2.9	4.9	2.1	2.1	8.8	14.3	16.2	13.3		8.2		8.7		8.0
83	3.3	1.3	1.0	1.8	7.7	2.6	3.9	4.1	2.6	10.5	8.7		5.9		6.2		*40.4

CAMPER

SIBLEY	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
76	0.3	0.0	0.2	0.0	0.9	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.7	0.0	1.5	0.5	0.3	0.8
83	0.00	0.00	0.32	0.00	0.64	0.00	0.00	0.32	0.00	0.00	0.32	0.00	1.29	0.32	0.64	0.00	1.29	0.64

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
76	0.1	1.3	0.9	5.9	0.4	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.6	0.0	0.0	0.5
83	0.00	0.64	0.64	3.86	0.32	0.00	0.32	0.00	0.32	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
76	0.2	0.1	0.0	0.3	0.0	0.0	0.5	0.2	0.8	0.0	0.0	0.0	0.8	37.2	0.3	0.2
83	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.64	0.00	0.64	45.34	0.32	0.32
83	0.	0.	0.	0.0	0.0	0.0	.64	0.0	.00	00	64	0	4	34	0	

CAMPER

SIBLEY (1983)

DAY USE

Users - Majority of day users are families (62%); groups of 2 and 4 persons and age groups 1-14 and 25-44.

- This represents an increase in the number of families by 6% in the past 4 years. Couples and groups of friends have each decreased by 3% since 1976.

- Age groups 15-24 and 45-64 have decreased going to an increase in those 1-14 and 25-44. This corresponds to an increase in families comprised of these two age groups.

Extent of Use

- 71% had visited the park previously showing a 4% decrease in the return rate since 1976.

- 61% of the previous visitors visited the park in 1982 and spent an average of 4.4. days in the park that year.

- Users spend an average of 4.3 hours in the park per visit. Since 1976 visitors are spending longer hours in the park.

- When visiting the park, day users were mostly using provincial campgrounds or their permanent residence for accommodation.

Activities and Use of Facilities

- There is a greater than 80% participation rate for relaxing, swimming, picnicking and sunbathing.

- The majority of day users also participate in the following activities: casual play, using the playground facilities, and walking.

- Compared to other parks, the participation rates for viewing and photographing, and visiting viewpoints or lookouts are slightly higher than average.

- Participation rates for all activities, except hiking have increased since 1976. Hiking has dropped by 12%.

- Participation rate for canoeing has only increased very slightly but most others have increased quite significantly.

- Day users say they spent most time swimming or relaxing. Sunbathing and picnicking are also important.

- While visiting the park visitors participate in an average of 6.5 activities.

- 22% of the visitors said they enjoyed the park mostly for its beach. Other major reasons for enjoying the park are its quiet/relaxing atmosphere, the weather and the natural setting.

Recommended Improvements

- 13% think the park should be left as is.

- The greatest area recommended for improvement is to other facilities. However, this has dropped by 12% since 1976.

Recommended Improvements (cont'd)

- Concern has increased slightly since 1976 in the area of sanitation. Most other concerns have decreased.

Why Choose Park

- The greatest reason for choosing the park is because it is close to the visitors residence. This shows no change since 1976.
- The parks natural setting is also a large reason for choosing the park.
- Since 1976 the number of people choosing the park for its beach/swim area has dropped to 0.0% from 13%. Other reasons for choosing the park have not changed significantly since 1976.

Expenditures

- The total average expenditure per party within 25 miles of the park is $51.00. 35% of this was spent on fuel and transportation as well as on food and drink. 12% was spent on entertainment and 19% on miscellaneous items.

Market Area

- 77% of the visitors are from the north central region of Ontario.
- A few are from the central region of Ontario, border states and other U.S.A.
- Figures have not changed significantly since 1976.

Marketing Information

- 61% of the visitors heard about the park from friends or relatives. The next major source of information is an information centre.
- Compared to other parks very few heard about the park from a map or road sign.
- The ranking of importance of printed material prior to arrival at the park is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park is: maps, local attractions, park information, park activities and other.
- Visitors had mostly neutral responses when asked about the importance of information about history and nature. The same number said it was relatively important as thought it was relatively unimportant.

Park - Specific Topics

- Visitors were questioned about desired improvements to facilities:
- 52% felt a park store was of high priority. Comfort station also received relatively high priority.

Park - Specific Topics (cont'd)

- Most people expressed interest in a picnic shelter, improvement of viewing opportunities and a fitness trail. Responses in these areas were mostly of medium priority.
- 20% held no interest in campsites with hydro. Visitors who held an interest were equally distributed between those who thought it was of high priority and those who thought it was of low priority.
- Many expressed an interest in interior cabins along hiking and x-country ski trails. Most felt they were of medium to high priority.
- Many had no interest or no opinion in the following areas: a major visitor services building, a lodge and a sailboat harbour at Findlay Bay/Tea Harbour. Of those who had an opinion in these areas, most thought they were of low priority.

Other Questions

- 56% of the visitors favour stocking of select fish species and 37% had no opinion.
- 75% think deer and moose populations should be allowed to fluctuate. 20% think the moose habitat should be improved and 5% think the deer habitat should be improved.
- 63% were not aware of off season reduced rates. Only 8% said they would make more frequent visits due to reduced rates.
- 83% do not use fire wood for cooking.
- The major facilities/attractions used outside the park were: Silver Islet/Fort William, store, and motel/campsites.

CAMPERS

Users - 47% of the campers are families. Couples are next at 36% and then groups of friends. This represents an increase in couples of 7% and a corresponding decrease in families and groups of friends since 1976.

- Parties of 2 persons are at 44%. Next are parties of 4 persons and then 3 and 5 persons giving an average party size of 3.3. persons. This represents an increase in parties of 2 and 4 persons and a decrease in those of 3 and 5 persons since 1976.
- 41% of the campers are in the age group 25-44. The next highest is the age group 1-14. Since 1976 there has been a decrease in the age group 15-24 by 8%. Therefore the increase in couples must come from the 25+ age group.

Extent of Use

- 52% of the campers had visited the park previously, showing an 11% increase in return rate since 1976.

Extent of Use (cont'd)

- 63% of the previous visitors visited the park in 1982, and 92% of those who visited in 1982 camped in the park that year. This shows a 36% increase in campers who are returning the next year, since 1976.
- previous campers spent an average of 9.4 days in the park in 1982.
- Campers spend an average of 2.8 nights in the park per visit.
- 61% use the park for a vacation trip showing a small increase in those using it for vacations rather than weekends since 1976.
- 52% say the park was their main destination.

Activities and Use of Facilities

- Over 80% of the campers participate in the following activities: swimming, walking and relaxing.
- The majority of campers also sunbathe, hike, view and photograph and visit viewpoints and lookouts.
- Compared to other parks a large number attend staff presentations (30%) and relatively few canoe or fish.
- Participation rates for all activities have increased dramatically since 1976, showing campers are participating in more and a greater variety of activities.
- Campers spend most time relaxing, swimming or hiking.
- A relatively high number said they spent most time viewing and photographing compared to other parks.
- The figures have not changed drastically since 1976.
- The major reasons for enjoying the park are for its natural setting and quiet/relaxing atmoshpere.
- Relative to other parks a large number enjoy the park for the wildlife and walking/hiking.
- Relatively few said they enjoyed it for the campsites.
- 78% said they were aware of the campsite reservation system but only 20% had previously used it.
- 91% agree with noise control action and 68% feel it is effective.

Camping Equipment Used

- 48% of the campers used a tent as their first piece of equipment. Next were tent trailers and travel trailers.
- 19% had a second piece of equipment which was mainly a tent or a van.

Camping Equipment Used (cont'd)

- More people are using tents and travel trailers and less are using tent trailers since 1976. A few more are also using motor homes.

Recommended Improvements

- Only 3% think the park should be left as is.
- Areas of concern are for showers and sanitation.
- Other recommendations are improvements to trails and concessions.
- Most recommendations in specific areas have remained fairly equal or decreased since 1976. The only one which has increased is trails.
- 25% think the reservation system should allow for specific campsites, 10% think it should be discontinued and only 7% think it should be left as is.

Why Choose Park

- Many people choose the park because it is close to their residence, for its natural setting and for its good facilities and recreation opportunities.
- Relative to other parks many also choose it because it is quiet and uncrowded.
- Since 1976, more people are choosing the park because it is close and for its recreation opportunities. Less are choosing it out of convenience.

Expenditures

- The total average expenditure per party within 25 miles of the park is $106.00. 29% of this was spent on fuel and transportation, 43% on food and drink, 9% on entertainment and 20% on miscellaneous items.

Market Area

- Most campers are from the north central region of Ontario and from border states. The central region of Ontario provides 10% of the campers.
- The percentages from Ontario, other Canada and the U.S.A. have remained fairly constant since 1976.

Marketing Information

- 43% heard about the park from friends or relatives.
- Information centre is the second most important source and maps and road signs come next.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- Campers place a slightly higher than average importance on printed material describing park attractions prior to visiting the park.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, park information, local attractions and other.

Marketing Information (cont'd)

- Visitors placed a slightly higher than average importance on park information relating to history and nature upon arrival at the park.

Park - Specific Topics

- 63% said they were not aware of off-season reduced rates. 10% said they make more frequent visits due to the reduced rates.
- 52% of the campers use firewood for cooking.
- The most frequently visited attractions outside the park are: Silver Islet/Fort William, a store and the amethyst mines. A few said they went hiking outside the park.
- 85% of the campers favour stocking of select fish species.
- 56% think the deer and moose populations should be allowed to fluctuate. 40% think the moose habitat should be improved, and 4% think the deer habitat should be improved.

Campers were asked about the improvement of facilities in the park:

- Facilities considered to have high priority and concerning most of the people are the comfort station and park store.
- 31% had no interest in campsites with hydro. 33% thought it should have low priority.
- There was considerable interest in improving viewing opportunities, with most responses being high to medium priority.
- Approximately 20% of the campers had no interest in a picnic shelter, fitness trail or a major visitor services building. Responses in these areas were mostly low to medium priority.
- Over 40% had no interest in a sailboat harbour at Findlay Bay/Tea Harbour, or in a lodge. Responses here were mostly low priority.
- Responses to interior cabins along hiking or x-country ski trails had medium to low priority responses with 28% having no interest.

SIX MILE LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	58.8	20.3	0.7	15.9		4.3	2.3	27.3	12.3	20.2	16.8	9.0	5.9	6.1
83	53.5	30.2	0.0	11.6		4.6	1.2	31.8	12.9	22.4	20.0	5.9	1.2	4.7

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
75	2.5	17.9	14.7	15.2	14.8	7.0	28.0		30.8	17.7	31.9	13.7	5.8
83	10.4	13.0	18.2	7.8	3.9	6.5	40.3		27.1	15.6	36.8	10.0	10.6

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
75	46.3	53.7	10.6	89.4	47.5	17.3	23.9	1.3	0.0		2.3	7.8
83	56.0	44.0	35.5	64.5	22.8	24.1	19.0	3.8	0.0		5.1	25.3

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other
75													
3													

PA IPA N R

SIX MILE LAKE	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi]	Bike	Casual Play	Presentations	Playground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other
75	72.5	70.7	9.8	5.3	10.6	11.8	1.8	29.1		8.6	49.8	6.4	0.9	3.5		3.3		0.0
83	84.6	85.5	16.7	13.8	31.1	99.8	6.7	50.0		32.8	87.5	29.0	8.6	10.5		30.2		*96.7

* includes sunbathing for '83

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
75	16.6	28.4	1.4	6.2	5.0	5.4	1.8	3.3	3.2					28.7	86.4	0.9	10.9	2.6
83	22.2	18.5	3.7	3.7	7.4	7.4	3.7	1.2	6.2					18.5	93.4	3.9	2.6	0.0

RECOMMENDED IMPROVEMENTS

	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpretive	Information	Noise Control	Sanitation	Concessions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
75	18.1	2.1	7.4	2.4	1.8		4.6		1.0	3.3				0.6		58.5
83	32.8	1.6	4.9	1.6	0.0		1.6		11.5	3.3				11.5		31.1

EXPENDITURES (% of total average expenditure)
WITHIN 25 MILES OF PARK

	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

SIX MILE LAKE	PERMANENT RESIDENCE BY COUNTY																	
	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
75	1.0	0.3	0.7	0.0	2.0	0.0	1.1	0.3	0.3	0.0	1.7	1.2	1.5	1.7	1.9	3.2	2.9	3.7
83	1.32	0.00	1.32	0.00	0.00	0.00	2.63	1.32	0.00	0.00	0.00	3.95	2.63	0.00	1.32	1.32	3.95	7.89

	PERMANENT RESIDENCE BY COUNTY (con't)																	
	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
75	0.5	24.9	4.3	29.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
83	1.32	23.68	5.26	19.74	1.32	1.32	0.00	0.00	1.32	0.00	0.00	1.32	0.00	0.00	0.00	1.32	0.00	0.00

	PERMANENT RESIDENCE BY COUNTY (con't)															
	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
75	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.3	0.0	0.0	0.0
83	0.00	0.00	0.00	1.32	-	0.00	0.00	0.00	6.58	0.00	0.00	-	1.32	0.00	0.00	0.00

SIX MILE LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	52.8	26.4	2.0	16.8		2.1	2.0	31.1	15.9	22.3	13.4	6.6	2.9	5.8
83	51.2	34.1	0.5	7.3		6.8	3.0	40.9	13.8	23.2	10.8	5.9	1.5	1.0

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
75	31.0	25.2	33.2	9.2	1.4			42.6	43.8	13.5			
83	29.3	19.0	38.9	10.8	2.0			30.7	66.8	2.4			

	ACTIVITY SPENT MOST TIME AT										
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others

	REASON FOR ENJOYMENT											
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other

CAMPER

SIX MILE LAKE	PI OUS VIS D				MP		AMP EQU ENT D						IG			
	VISIT TO PARK		PARK LAST YEAR		PARK LAST YEAR											
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
75	44.3	55.7											83.9	3.4	10.8	1.9
83	51.7	48.3											89.4	1.0	7.5	2.0

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
75	33.4	77.3	21.0	17.7	32.8	26.7	6.8	40.4	6.8	69.0	18.0	4.7	10.4		25.9	6.8	0.0
83	41.9	92.8	24.3	37.4	48.1	*137.5	8.1	55.2	31.3	94.4	39.8	4.1	17.5		53.4	12.1	**91.5

* include walking and unguided hikes ** includes sunbathing and staff recreation

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
75	10.6	31.1	6.7	1.6	3.9	10.2	7.1	3.9	1.6	3.1	0.0	7.1	13.0
83	18.1	11.3	3.4	1.7	8.0	16.8	2.5	0.0	5.9	9.2	6.7	0.8	15.6

	RECOMMENDED IMPROVEMENTS															
	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
75	8.7	0.5	6.3	6.3	1.9	3.9	1.0	1.5	9.2	30.6	13.1		2.6		6.3		7.0
83	7.5	0.0	4.0	4.0	2.0	7.1	1.2	0.4	5.5	18.2	7.5		1.6		5.9		*35.2

SIX MILE LAKE (1983)

DAY USE

Users - 54% are families and 30% couples.

- Families and groups of friends have each decreased by 4% since 1975, and couples visiting the park have gone up by 10%.
- Parties of 2 persons form the highest percentage of parties visiting the park followed by parties of 4 and 5 persons.
- Parties of 2 persons have increased by 4% over the 8 year period since 1975.
- 37% of the day users are in the age group 25-44 years which represents an increase of 5% over the past 8 years, causing a decrease in the age group 1-24.
- Of all the parks surveyed in 1983, Six Mile Lake has the highest proportion of visitors in the 65+ age group forming 10% of their total number of visitors. This shows an increase of 5% since 1975.

Extent of Use

- 56% of the visitors say they have visited the park previously. This is an increase of 10% since 1975 showing an increasing return rate.
- 70% of these previous visitors visited the park last year.
- 40% of the visitors stayed in the park more than 6 hours and 41% stayed less than 3 hours.
- Compared to statistics from 1975, day users seem to be spending very long or very short hours in the park. In 1975, the visitors seemed to be more evenly distributed in the number of hours they stayed.
- Previous visitors spent a relatively low average of 4.1 days in the park in 1982.

Activities and Use of Facilities

- Activities with participation rates over 80% are swimming, picnicking and relaxing.
- Other activities done by the majority of people are casual play, sunbathing and walking.
- Participation rates for all activities have increased since 1975.
- Compared to overall percentages for all parks surveyed in 1983, participation rates for motor boating, canoeing and hiking have relatively high values.
- The major reasons for enjoyment of the park were the parks natural setting and quiet/relaxing atmosphere.

Recommended Improvements

- 33% recommend leaving the park as is which is an increase of 15% since 1975.

- Major concerns seem to be sanitation, showers, and improved boating facilities.

- Concern for sanitation and showers has increased significantly since 1975. Other concerns have remained the same or decreased slightly over the years.

Why Choose Park

- Most people choose the park because it is close to their residence or its convenient.

- Choice because its close to home has increased by 5% since 1974 and convenience has decreased by 10%.

- A fair number find the park quiet and/or uncrowded.

Expenditures

- Visitors total average expenditures per party within 25 miles of the park amounts to $67.00. 29% of this was spent on fuel and transportation, 41% on food and drink, 7% on entertainment and 38% on miscellaneous items.

Market Area

- 76% of the day users are from the central region of Ontario, 8% are from the northeast region and 5% from the southwest region.

- Visitors from the United States have decreased by 8% since 1975.

- The 4 main types of accommodation day visitors were using on their trip were: provincial campgrounds, permanent residences, friends/relatives and hotel/motel. Provincial campgrounds are leading at 22%.

Marketing Information

- 42% of the visitors heard about the park from a map or road sign, 23% from friends or relatives. The next most important informants are information centres and parks publications.

- The ranking of importance of printed materials prior to visiting the park from most important to least important is as follows: Maps, facilities/services, attractions, operating dates/rates and other.

- 73% felt a map was very important - other suggested forms of printed material were on flora and fauna.

- The ranking of importance of printed materials upon arrival at the park, from most important to least important are: maps, park information, park activities, local attractions and other.

Marketing Information (cont'd)

- 86% felt a map was very important.

CAMPERS

Users - 51% of the campers are families. Couples are next at 34%.

- Couples have increased by 8% and groups of friends have decreased by 10% in the past 8 years.
- 41% of the parties are groups of 2 persons. This has increased by 10% since 1975. The next highest percentages are 3, 4 and 5 persons per group.
- 39% are in the age group 25-44 representing an increase of 6% since 1975. Consequently the age group 15-24 has dropped by 6% and is now at 19%.

Extent of Use

- 52% of the campers have visited the park previously. This has increased by 8% since 1975.
- 64% of the previous visitors visited the park last year (1982), and 95% of those who visited in 1982 camped in the park that year, spending an average of 7.8 days in the park in 1982.
- In 1983, the average number of nights stayed in the park per visit was 3.3.
- An increasing number of people are using the park for vacation purposes rather than weekend visits.
- 67% are now using the park for vacation purposes which is an increase of 23% since 1975.

Activities and Use of Facilities

- Activities with a greater than 80% participation rate are swimming, walking and relaxing.
- Other major activities participated in by the majority of campers are sunbathing, fishing, hiking, casual play, viewing and photographing.
- Participation rates have increased for all activities since 1975, with a greater than 20% increase in canoeing, visiting viewpoints, and photographing.
- 38% of the campers say they spend most time relaxing.
- Campers participate in an average of 7.2 activities during their visit to the park.

Activities and Use of Facilities (cont'd)

- The major reasons people enjoy the park are because of the campsites, the beach/swim area and because it is quiet and relaxing.

- 85% say they are aware of the campsite reservation system, however only 19% have previously used the system.

Camping Equipment Used

- 50% of the campers use a tent as their first piece of equipment with tent trailers and travel trailers in second place.

- 13% of the campers use a second piece of equipment - 68% of them have a tent and 21% a van as their second piece.

Recommended Improvements

- Only 7.5% say to leave the park as is.

- The major recommendations are for sanitation and showers. However the concern for sanitation has decreased by 12% since 1975.

- Other recommendations are for more recreation programmes, noise control , other facilities and campsites.

- Most other concerns have decreased slightly since 1975.

- Recommended improvements to the reservation system include allowing for specific campsites and having more sites available.

- 12% feel the reservation system should be discontinued.

- 91% agree with noise control action, and 67% find it effective.

Why Choose Park

- The major reasons for choosing the park are because its close to permanent residences, its convenient, past experiences, and for the aquatic recreation.

- Since 1975 20% less people are choosing the park because its convenient, and more because its close and out of general interest or past experience. Also for the aquatic recreation and recreation programmes.

Expenditures

- Campers total average expenditures per party within 25 miles of the park was $129.00. 24% of this was spent on fuel and transportation, 38% on food and drink, 14% on entertainment and 25% on miscellaneous items.

Market Area

- 67% of the campers come from the central region of Ontario. The southwest region also provides a significant number of the campers.

Market Area (cont'd)

- A few campers from eastern region of Ontario and from border states.
- Since 1975, the number of campers from the U.S.A. has decreased and those from Ontario have increased.

Marketing Information

- Most people heard about the park from a map/road map or from friends and relatives.
- The percentage who heard of it through a map is relatively high compared to most other parks.
- The ranking of importance of printed material prior to arrival at the park is: maps, facilities/services, attractions, operating dates/rates and other.
- A large majority felt 'other' printed material was unimportant.
- The ranking of importance of printed material upon arrival at the park is: maps, park activities, park information, local attractions and other.

SPRINGWATER	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	67.5	14.4	4.9	11.2	0.9	1.2	0.8	17.3	14.8	18.7	16.2	8.1	5.0	19.0
83	65.0	15.4	10.3	7.7	0.9	0.9	0.9	20.9	10.9	24.5	14.5	9.1	7.3	11.8

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
77	10.8	20.5	20.7	20.6	11.0	8.1	8.3		35.5	14.9	26.9	15.1	7.6
83	0.0	7.5	25.5	19.8	18.8	7.5	20.8		35.9	15.8	33.6	10.0	4.7

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other
77	81.4	18.6	2.2	97.8	0.0	14.1	13.1	10.2	0.6		0.0	62.0
83	86.4	13.6	3.1	96.9	0.0	24.3	9.3	4.7	0.0		0.0	61.7

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/Swim	Water Feature	Trails	Weather	Uncrowded	Other
77	16.0	6.5	2.0	0.5	0.0	20.8	5.9	0.0					48.3
83	0.0	0.0	0.0	0.0	0.8	8.7	8.7	0.0					82.0
3	.0	.0	0			7							2.0

P CIP ON S

SPRINGWATER	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hi	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreati	Photo	Walking	Other
77	71.6	0.8	0.2	0.0	0.3	38.7	0.4	39.7	1.6	41.9	51.9	19.6	1.7	63.1	2.3	25.4		
83	87.6	7.1	1.2	0.0	61.7	1.2	4.7	62.9	4.8	74.2	80.0	39.3	16.5	59.3	8.4	89.0		

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
77	27.2	1.9	2.2	0.8	1.5	11.0	9.3	2.4	0.0	0.3	3.4	3.7		36.3	96.9	0.3	1.0	1.3
83	29.4	5.0	2.5	1.7	1.7	10.9	18.5	5.0	0.0		6.7	6.7		11.8	99.1	0.0	0.0	1.0

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
77	17.7	1.1	11.7	3.5	32.0	5.1	2.5	1.4	4.4	1.9			2.4		0.9	15.4
83	12.2	5.1	9.2	3.1	7.1	0.0	6.1	1.0	5.1	8.2			0.0		3.1	39.7

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	19	55	5	22
83	24	48	5	23

PERMANENT RESIDENCE BY COUNTY

SPRINGWATER	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	0.1	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	1.1	4.8	1.1	0.8	0.2	0.7	1.0	0.5	2.3
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	0.98	0.98	0.98	0.00	0.98	0.00	1.96

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.7	56.1	7.8	13.5	2.2	0.1	0.9	0.4	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
83	0.98	67.65	5.88	11.76	0.00	0.98	0.00	0.98	0.00	0.00	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.98

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.5	-	0.0	-	0.1	0.0	0.0	0.3
83	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.98	0.00	0.00	-	0.00	0.00	0.00	0.00

SPRINGWATER (1983)

DAY USE

Users - 65% of the users are families. Couples are next at 15% and then groups at 10%.

- Of all parks surveyed in 1983, this is by far the highest percentage of groups.
- Groups have increased by 5% and groups of friends have decreased by 4% since 1977.
- Most (45%) of the day users are in groups of 2 or 4 persons. 15% are in groups of 5 persons and 12% are in groups of 8 or more showing a 7% decrease since 1977. Groups of 2 and 4 have increased.
- The majority (70%) are in the age groups 1-14 or 25-44. 16% are from 15-24.
- Day users over 45 years have decreased slightly since 1977, and those from 25 to 44 have increased.

Extent of Use

- 86% of the visitors had visited the park previously showing a 5% increase in return rate since 1977.
- 66% of these previous visitors visited the park in 1982 and spent an average of 5.2 days in the park that year.
- Visitors spend an average of 3.7 hours in the park per visit. This shows a significant increase in hours spent in the park since 1977. There has been a 12% increase in those staying 6 or more hours.

Activities and Use of Facilities

- There is a greater than 80% participation rate in the following activities: viewing and photographing, relaxing, picnicking and walking.
- The majority of day users also participate in: casual play, use of playground facilities, visiting historic displays, and fishing.
- Compared to other parks, swimming, motor boating, canoeing and hiking are relatively unimportant.
- Guided walks have a comparatively high participation rate (16%).
- The participation rate for hiking has decreased dramatically since 1977.
- Most others have increased, especially fishing.
- Day users spend most time picnicking or walking. Sunbathing and swimming are of low importance. Visitors participate in an average of 5.8 activities while visiting the park.
- Fewer visitors say they spend most time relaxing or hiking since 1977, and more say they spend most time picnicking.

Activities and Use of Facilities

- A very large percentage (40%) said they enjoyed the park most for visiting friends or relatives. Other reasons were the weather, the natural setting, picnicking, non-guided trails and the water feature.
- Since 1977, less people say they enjoy the park because it is quiet, or for its natural setting, and more enjoy it for visiting friends and relatives and for picnicking.

Recommended Improvements

- 12% think the park should be left as is.
- The greatest recommendation for improvement is to animal control.
- Concessions, more recreation programs and information facilities are also important.
- Since 1977 a greater percentage are recommending improvement to the picnic area, information, and concessions. Concern for more recreation programs has decreased dramatically.

Why Choose Park

- The greatest reason visitors chose the park is because it is close to their residence. Past experience and natural setting are also important.
- Compared to 1977 more people said they chose the park for convenience, its natural setting, other recreation and because it is quiet.

Expenditures

- The total average expenditure per party within 25 miles of the park is $67.00. 48% of this was spent on food and drink, 24% on fuel and transportation, 23% on miscellaneous items, and 5% on entertainment.
- This represents a decrease of 7% in the amount spent on food and drink, and an increase of 5% in the amount spent on fuel and transportation since 1977.
- The total average expenditure has increased by $60.00 since 1977.

Market Area

- 93% of the visitors are from the central region of Ontario. A very few are from the eastern and southwest regions.
- The total percentage from Ontario is 99% showing an increase of 2% since 1977.

Marketing Information

- 55% heard about the park from friends or relatives. A few heard about it from a map or road sign, an information centre, a parks publication or a magazine.

Marketing Information (cont'd)

- The ranking of importance of printed material prior to visiting the park from most important to least important is: maps, attractions, facilities and services, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park information, park activities, local attractions and other.

TURKEY POINT	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
77	44.7	26.5	0.5	27.6	0.2	0.5	1.0	32.3	11.5	31.1	11.8	6.3	2.5	3.5
83	46.3	27.2	2.2	19.1	5.1	0.0	5.9	32.6	17.0	24.4	8.1	5.2	2.2	4.4

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
77	19.6	43.7	26.8	7.7	2.2			68.3	27.7	4.0	93.0	5.7	1.3
83	25.9	22.6	42.3	8.2	1.0			58.5	36.3	5.2	77.4	8.8	13.9

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
77	0.7	12.0	0.6	0.4	4.5	3.1	1.7	0.9	14.5	38.6	1.5	2.6
83	7.2	10.8	0.9	0.0	3.6	3.6	2.7	0.9	4.5	46.8	0.0	18.8

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
77	24.4		6.4	3.9	15.2	5.0	2.7	2.9		3.2	16.0	0.9	19.4
83	16.4		3.8	8.7	11.5	2.2	0.0	2.2		0.5	20.8	0.5	33.4

TURKEY POINT	P LOUS VISIT TO PARK		VI D PARK LAST YEAR		AMP PARK LAST YEAR		CAM EQ ENT ED						RIG			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
77	54.6	45.4	39.1	60.9	29.6	70.4	54.7	28.3	8.3	2.8	7.8	2.1	95.1	0.2	4.6	0.2
83	48.1	51.9	56.7	43.3	91.2	8.8	74.2	18.4	8.1	4.4	10.3	1.5	86.8	1.6	10.1	1.6

PARTICIPATION RATES

	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
77	40.4	74.3	7.9	9.8	17.7	44.9	4.3	56.1	35.4	80.0	33.7	1.5	13.7	7.5	13.6	14.3	19.6
83	52.0	71.2	10.3	5.2	19.5	49.2	15.4	65.1	32.8	93.9	42.5	9.5	23.3	25.6	44.9	10.3	*149.0

* includes sunbathing and walking for '83

REASON FOR CHOOSING PARK

	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experi-ence	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Other
77	26.7	17.4	3.4	1.2	1.0	3.2	6.6	0.1	0.4	4.7	4.8	8.6	21.9
83	16.0	10.0	7.3	2.0	7.3	12.7	4.7	2.0	6.7	0.7	6.7	2.7	21.3

RECOMMENDED IMPROVEMENTS

	Leave as is	Picnic area	Beach/ Swim	Boating	Trails	Recrea-tion	Inter-pretive	Inform-ation	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/ Regulation	Other
77	7.3	0.7	10.8	2.3	0.9	4.1	1.9	2.5	4.8	9.2	29.2		3.5		6.4		16.4
83	11.0	0.0	2.6	1.9	7.1	6.5	1.3	0.6	7.1	14.9	11.5		0.6		1.9		*32.3

TURKEY POINT	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous
77	12	52	17	19
83	14	41	20	25

PERMANENT RESIDENCE BY COUNTY

	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand/ Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
77	1.3	0.2	0.3	0.0	5.8	2.3	6.3	13.7	0.4	0.0	0.3	0.3	2.8	9.8	12.6	21.4	5.7	2.9
83	2.34	0.00	0.00	0.00	10.16	0.78	3.91	7.03	2.34	0.78	0.00	0.78	3.13	6.25	14.06	14.06	4.69	2.34

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Haliburton	Peterborough	Northumberland	Prince Edward	Hastings	Renfrew	Lennox & Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
77	0.0	0.3	0.5	4.6	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0
83	0.00	0.00	0.00	12.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russell	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timiskaming	Cochrane	Manitoulin	Algoma	Thunder Bay	Rainy River	Kenora
77	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.78	0.00	0.0	0.00	0.00	0.00	0.00	0.00

TURKEY POINT (1983)

(comparison information with a previous year not available)

DAY USE

Users
- 50% of the day users are families. Almost all the rest are couples or groups of friends with virtually equal percentages of each group.
- Group sizes are mainly 2, 3 and 4 perople with a relatively large percentage of 8 or more people (12%).
- Most are in the age groups 1-14 or 25-44, and compared to other parks, a large number are over 65.

Extent of Use

- 52% said they had visited the park previously.
- 66% of these previous visitors visited the park in 1982, and spent an average of 5.9 days in the park that year.
- The average time a visitor spends in the park per visit is approximately 3.2 hours.
- Visitors were mainly staying at a provincial campground or their permanent residence while using the park.

Activities and Use of Facilities

- Greater than 80% of the visitors picnic and relax while visiting the park.
- The majority of day users also participate in the following activities while in the park: casual play and walking.
- Swimming and sunbathing have relatively low participation rates compared to other parks.
- 46% of the visitors say they spent most time picnicking. Relaxing was the next most important activity.
- Users participate in an average of 4.6 activities while visiting the park, and enjoy the park most for its natural setting, picnicking and for the weather.

Recommended Improvements

- 26% recommend improvement to the sanitation facilities, which is high compared to the average of 7% for all parks surveyed.
- Other minor recommendations were to information services, trails, the picnic area and other facilities.

- Other minor recommendations were to information services, trails, the picnic area and other facilities.

Why Choose Park

- Major reasons for choosing the park were past experience, and because it was close to the visitors residence.

Expenditures

- The total average expenditure per party within 25 miles of the park was $41.00. 30% of this was spent on fuel and transportation, 39% on food and drink, 13% on entertainment, and 18% on miscellaneous items.

Market Area

- 67% of the visitors were from the central region of Ontario and a fair number were from the southwestern region. A few were from the eastern region and from border states.

Marketing Information

- 50% heard about the park from friends or relatives, and 31% from a map or road sign. A few heard about it from a parks publication or an information centre.

- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities/services, attractions, operating dates/rates and other.

- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, local attractions, park information and activities (having equal rankings) and other.

Park - Specific Topics

- 25% said they use the park in off season.

- Most people find park information adequate to very adequate.

CAMPERS

Users - 46% of the camping parties were families. Couples were next and then groups of friends. There were also a fair number of singles.

- Groups of friends have decreased by 9% since 1977 and singles have increased slightly.

- 33% were groups of 2 persons. Groups of 4 and 3 also made up fairly high percentages of the total groups. Singles and groups of 3 have increased since 1977 and groups of 4, 5 and 6 have decreased.

- 43% of the campers were between the ages of 25 and 44. About 25 were in each of the age groups 1-14 and 15-24.

- Since 1977, figures represent a dramatic increase in those 25-44 and a decrease in those 15-24.

Extent of Use

- 48% of the visitors had visited the park previously representing a 7% decrease in the return rate since 1977.
- 57% of these previous visitors visited the park in 1982, and spent an average of 7.7 days in the park that year.
- 91% of those who stayed in the park in 1982 camped in the park that year.
- The average length of stay per visit to the park was 2.3 nights.
- The park is mainly a destination park, with most people using it for weekend trips. However the number using the park as a stopover or during a vacation trip have increased greatly since 1977.

Activities and Use of Facilities

- Most people participate in the following activities while visiting the park: picnicking, sunbathing, swimming, walking, casual play and relaxing.
- Canoeing and fishing were of relatively low importance compared to other parks.
- Participation rates for all activities except swimming, canoeing and using playground facilities have increased since 1977, showing people are participating in more activities and now participate in an average of 6.5 activities per visit.
- 47% of the campers say they spend most time relaxing. Swimming, sunbathing and picnicking were also important responses.
- The percentages saying they spent most time relaxing or picnicking have increased since 1977, and those saying they spent most time at casual play have decreased by 10%.
- Visitors enjoy the park mainly for the campsites, the quiet/relaxing atmosphere and the natural setting. A fair number also said they enjoyed it for the staff, and the beach activities.
- 86% said they were aware of the campsite reservation system, and 36% had previously used it.
- 84% agree with noise control action and a relatively low 57% say they found it effective.

Camping Equipment Used

- A large percentage (63%) had a tent as their primary piece of equipment and a fairly large percentage had a tent trailer.
- 17% had a second piece of equipment which was mainly a tent, and often a van.
- Those using a tent have increased by 20% since 1977, and those using a tent trailer have decreased quite significantly.

Recommended Improvements

- 11% think the park should be left as is.
- The greatest recommendations were for improvement to noise control,sanitation, other facilities and trails.
- Recommendations for noise control and sanitation have increased since 1977 and they have decreased for other facilities, campsites and the beach/swim area.
- 24% think the campsite reservation system should be left as is and 10% think it should have more publicity.

Why Choose Park

- The major reasons for choosing the park were because it was close to the visitors residence, convenience and past experience.
- Reasons of closeness and convenience have decreased significantly since 1977 and those of general interest, past experience and the beach/swim area have increased.

Expenditures

- The total average expenditure per party with 25 miles of the park was $121.00. 41% of this was spent on food and drink, 20% on fuel and transportation, 25% on miscellaneous items and 14% on entertainment.
- These figures represent an 11% decrease in the amount spent on food and drink and a slight increase in the amount spent on the rest.

Market Area

- 60% of the campers were from the central region of Ontario and 25% from the southwest region. A few were from border states and other U.S.A.
- The percentage from Ontario has decreased by 8% since 1977, and those from the U.S.A. have increased.

Marketing Information

- 47% heard about the park from friends or relatives. The next most important service was a map or road sign and then an information centre or parks publication.
- The ranking of importance of printed material prior to arrival at the park from most important to least important is: maps, facilities and services, attractions, operating dates/rates and other.
- The ranking of importance of printed material upon arrival at the park from most important to least important is: maps, park activities, local attractions, park information and other.

Park - Specific Topics

- When asked about attractions and facilities used near the park, 40% said they used a beach, 25% used a store, 7% used a golf course, 7% a restaurant and 4% used docks.

WINDY LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
74	53.0	16.4	3.8	23.0	3.7	0.0								
83	54.7	16.0	2.7	22.7	2.7	1.3								

	LENGTH OF STAY (hours)							Length of Stay (average hours)	Age Distribution (years)				
	0-1	1-2	2-3	3-4	4-5	5-6	6+		1-14	15-24	25-44	45-64	65+
74								5.73	35.1	25.5	31.7	7.3	0.5
83								3.84	31.1	31.1	26.6	9.8	1.3

	Previous Visit to Park		Camp in Park Last Year		Activity Spent Most Time At							
	Yes	No	Yes	No	Swim	Picnic	Relax	Hike	View-point	Walk	Fish	Other**
74	90.6	9.4			52.2	3.8	32.3	0.7	0.0		2.8	8.2
83	89.5	10.5			45.9	6.8	9.5	0.0	0.0		0.0	37.8

** includes sunbathing and walking for 1983

	Reason For Enjoyment												
	Quiet	Clean	Washrooms	Staff	Conven-ient	Natural Setting	Picnic	Beach/ Swim	Water Feature	Trails	Weather	Uncrowded	Other

WINDY LAKE	PA IPA N R																		
	Picnic	Swim	Motor Boat	Canoe	Fish	Trail Hil	Bike	Casual Play	Present-ations	Play-ground	Relax	Viewpoint	Conducted Walks	Displays	Staff Recreation	Photo	Walking	Other

	REASON FOR CHOOSING PARK														ORIGIN			
	Close	Convenient	Recommended	Visiting	General Interest	Past Experience	Natural Setting	Clean	Beach/ Swim	Aquatic Rec.	Other Rec.	Quiet	Friendly	Other	Ontario	Other Canada	U.S.A.	Other
74	58.1	1.2	4.4	0.0										36.3				
83	50.0	1.4	4.3	4.3										42.9				

	RECOMMENDED IMPROVEMENTS															
	Leave As Is	Picnic Area	Beach/ Swim	Trails	More Rec. Programs	Interpret-ive	Inform-ation	Noise Control	Sanit-ation	Concess-ions	Animal Control	Campsites	Boating	Showers	Other Facilities	Other
74	11.3	2.3	0.0	3.8			0.0		15.1	13.9			2.5			51.1
83	14.1	5.6	8.5	1.4			1.4		1.4	14.1			2.8			50.7

	EXPENDITURES (% of total average expenditure) WITHIN 25 MILES OF PARK			
	Fuel and Transportation	Food and Drink	Entertainment	Miscellaneous

PERMANENT RESIDENCE BY COUNTY

WINDY LAKE	Essex	Kent	Lambton	Huron	Middlesex	Elgin	Haldimand Norfolk	Oxford	Perth	Bruce	Grey	Wellington	Waterloo	Brant	Niagara	Hamilton-Wentworth	Halton	Peel
74	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.5	0.5	0.0	0.6
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Dufferin	Simcoe	York	Metro Toronto	Durham	Victoria	Muskoka	Hali-burton	Peter-borough	North-umber-land	Prince Edward	Hastings	Renfrew	Lennox-Addington	Frontenac	Leeds	Lanark	Ottawa-Carleton
74	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

PERMANENT RESIDENCE BY COUNTY (con't)

	Grenville	Dundas	Stormont	Russel	Prescott	Glengarry	Nipissing	Parry Sound	Sudbury	Timik-aming	Cochrane	Manitou-lin	Algoma	Thunder Bay	Rainy River	Kenora
74	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	83.8	0.0	0.0	0.0	3.7	0.5	0.0	0.0
83	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	98.57	0.00	0.00	-	0.00	0.00	0.00	0.00

WINDY LAKE	TYPE OF PARTY						PARTY SIZE (# of people)							
	Family	Couple	Group	Friends	Single	Other	1	2	3	4	5	6	7	8+
75	66.6	17.3	0.9	13.0		2.3	0.9	19.8	15.1	26.2	17.4	7.6	4.9	8.2
83	64.3	17.9	1.8	12.5		3.6	3.6	21.4	17.9	26.8	16.1	5.4	3.6	5.4

	AGE DISTRIBUTION (years)					SEX DISTRIBUTION		CAMPING ROLE OF PARK					
	1-14	15-24	24-44	45-64	65+	M	F	Weekend	Vacation	Other	Main Destination	One of Several Destinations	Stopover
75	36.8	15.8	33.3	10.3	3.8			22.9	61.9	15.1			
83	33.5	12.7	42.0	9.0	2.8			39.3	60.7	0.0			

	ACTIVITY SPENT MOST TIME AT											
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Photo	Casual Play	Relax	Viewpoints	Others
75												
83												

	REASON FOR ENJOYMENT												
	Quiet	Friendly	Clean	Staff	Natural Setting	Beach/ Swim	Water Activities	Facilities	Showers	Washrooms	Campsites	Walk/Hike	Other
75													

WINDY LAKE	PR US VISIT TO PARK		VIS PARK LAST YEAR		P PARK LAST YEAR		MP EQU NT D						IGI			
	Yes	No	Yes	No	Yes	No	Tent	Tent-Trailer	Travel-Trailer	Truck-Camper	Van	Motor Home	Ontario	Other Canada	U.S.A	Other
75	36.9	63.1											89.2	2.6	8.2	0.0
83	60.7	39.3											92.6	1.8	5.4	0.0

	PARTICIPATION RATES																
	Picnic	Swim	Motor Boat	Canoe	Fish	Hike	Bike	Casual Play	Play-ground	Relax	Viewpoints	Guided Walk	Displays	Staff Rec.	Photo	Staff Present	Other
75																	
83	64.7	90.9	21.6	8.0	36.5	*149.6	36.5	74.1	53.8	96.4	37.7	16.0	14.0		46.3	37.7	**118.5

* includes walking and unguided hikes ** includes sunbathing and staff recreation for '83

	REASON FOR CHOOSING PARK												
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Experience	Natural Setting	Clean	Beach/Swim	Aquatic Rec.	Other Rec.	Quiet	Other
75	24.2	27.3	7.5	7.5	3.1	3.1	2.5	0.6	5.6	0.0	0.0	4.3	14.4
83	38.2	10.3	2.9	2.9	5.9	7.4	4.4	0.0	4.4	1.5	2.9	0.0	19.1

	RECOMMENDED IMPROVEMENTS																
	Leave as is	Picnic area	Beach/Swim	Boating	Trails	Recreation	Interpretive	Information	Noise Control	Sanitation	Other Facilities	Showers	Concessions	Animal Control	Campsites	Fees/Regulation	Other
75	5.3	0.0	0.0	4.6	4.6	5.3	4.6	0.0	11.5	24.4	9.2		0.0		14.5		16.1
83	6.9	0.0	1.4	0.0	1.4	12.5	1.4	2.8	1.4	9.7	1.4		2.8		15.3		*43.1

CAMPER

WINDY LAKE (1983)

DAY USE

Users

- 55% of day user parties are families. Groups of friends and couples are in second and third place respectively.
- The above distribution has remained constant over the past nine years.
- Party sizes of 2, 4 and 5 persons each comprise 20% of the total number of parties. The average party size is 4.2 persons.
- The majority of day users are under the age of 24, with 31% between the ages of 1 and 14 and 31% between 15 and 24.
- Users in the age groups 1-14 and 25-44 have declined 4-5% each within the past 9 years. This has gone to an increase of 5% in those between 15 and 24, and a slight increase in those between 45 and 64.

Extent of Use

- 90% of those surveyed say they have previously visited the park, which is the same figure as for 1974.
- 80% of the previous visitors visited the park last year.
- Previous visitors spent an average of 13.4 days in the park last year.
- The average time a day visitor spent in the park in 1983 was 3.8 hours which is down by 2 hours compared to 1974.

Activities and Use of Facilities

- Activities with over an 80% participation rate are relaxing, sunbathing and swimming.
- Other major activities are picnicking, walking and casual play.
- Few bike or canoe or attend staff presentations.
- The activity spent most time doing is swimming at 46%. This is down 6% from 1974. Relaxing(at 9.5%) is also down 22% from 1974. This drastic decline is probably due to the inclusion of walking and sunbathing in the questionnaire for 1983. Visitors may now be saying sunbathing rather than relaxing, for example.
- Visitors participate in an average of 5.7 activities while visiting the park.
- Most of the visitors responding to the participation questions were between the ages of 15 and 24.
- The major reasons for enjoyment of the park were because it is quiet and relaxing, and for the beach.

Recommended Improvements

- 14% recommend leaving the park as is.
- A major recommendation for improvement was to add concessions. This was also suggested in 1974.
- Increased concerns since 1974 are to improve beach/swim and picnic areas.
- Sanitation, as an area of concern has dropped by 14% to a small 1.4%.

Why Choose Park

- The majority of people (50%) chose the park because it is close to their residence. However this is an 8% decrease since 1974.
- More people are choosing the park for other reasons which are not specified.

Expenditures

- Average total expenditure per party within 25 miles of the park is $69.00. 30% of this was spent on fuel and transportation, 46% on food and drink, 10% on entertainment and 15% on miscellaneous items.

Market Area

- 90% of the users come from the northeast region of Ontario.
- Most are making day trips from their permanent residence or staying with friends or relatives.

Marketing Information

- The majority of visitors heard about the park through friends or relatives. The next highest percentage was through unspecified sources.
- The ranking of importance of printed material prior to visiting the park is: maps, facilities/services, attractions, operating dates/rates, and other.
- Compared to many parks, the importance of a map showing park location prior to park visit was relatively small. Only 43% felt a map was very important. This is small compared to the average of 57% for all parks surveyed in 1983.
- 39% of the visitors had neutral responses when asked about the importance of a description of attractions prior to visit. This is large compared to the 25% average of parks surveyed in 1983.
- Compared to the average many people felt a description of facilities and services was very important.
- The ranking of importance of printed material upon arrival at the park was: maps, local attractions, park activities, park information and other.

Marketing Information (cont'd)

- 28% of the visitors felt information about history and wildlife was very important to fairly important, upon arrival at the park; however, the majority gave neutral to unimportant responses.

CAMPERS

Users

- 64% of the parties using the park are families. This has not changed significantly since 1975.
- Parties visiting mainly in groups of 4 or 2 persons - also same as statistics for 1975.
- Majority of campers in age groups 1-14 and 25-44 - represents mainly families made up of these age groups.
- Since previous survey age group 25-44 has increased by 9% causing decreases of 3% in 15-24 group and 4% in 1-14 group.

Extent of Use

- 61% of campers had visited the park previously, representing a 24% increase since 1975.
- The majority of users (61%) are still using the park for vacation trips; however, there has been an increase of 16% since 1975 in those using it for weekend trips.
- 61% of the previous visitors visited the park in 1982, and 90% of those who visited in 1982 camped in the park that year.
- The average number of days in the park in 1982 by previous visitors was a comparatively high (compared to other parks) 11 days.
- The average length of stay per visit in 1983 was 5.8 nights. This is the highest value of all parks surveyed in 1983.
- 68% of the visitors were using the park as their main destination.

Activities and Use of Facilities

- Participation rates were over 80% for sunbathing, swimming, walking and relaxing.
- Other major activities are casual play, playground, picnicking and hiking.
- Rates are relatively high (compared to average of parks surveyed in 1983) for motor boating, biking, staff recreation and staff presentations.
- 31% of visitors said they spent most time swimming.
- Campers participated in an average of 8.7 activities while staying in the park.

Activities and Use of Facilities (cont'd)

- Most people (17%) said they enjoyed the park for its beach activity which is very high compared to the 4% average for all parks surveyed.
- Enjoyment was also related significantly to a quiet/relaxing atmosphere and the condition of campsites.
- 79% of the campers said they were aware of the reservations system, and a relatively high 43% had previously used the service.

Recommended Improvements

- A high percentage feel campsites need improvement as well as sanitation.
- Also high recommendations for development of more recreation programmes. This recommendation has increased by 7% since the 1975 survey.
- The concern for sanitation has decreased over the 8 year period. Also concern for noise control has decreased dramatically by 10% over this time.
- 27% of the campers feel the reservation system should allow for the reservation of specific campsites.
- A relatively small 77% agree with noise control action, and only 57% feel it is effective.

Camping Equipment Used

- The majority of campers use a tent or tent trailer with travel trailers being the next most frequently used.
- 27% of the campers brought along a second piece of equipment, 80% of these people used a tent as their second piece.

Why Choose Park

- 38% choose the park because it is close to their residence. This represents an increase of 14% since 1975.
- More people are choosing the park from past experiences and general interest.
- Fewer choose it from recommendations, for visiting friends or because it is quiet.

Expenditures

- The total average expenditure per party within 25 miles of the park is \$158.00. 23% of this was spent on fuel and transportation, 44% on food and drink, 9% on entertainment and 24% on miscellaneous items.

Market Area

- 64% of campers are from the Northeast region of Ontario, and 24% from the central region.
- Visitors from the U.S.A. have decreased by 3% since 1975.

Marketing Information

- The majority of campers heard of the park through friends or relatives.
- The ranking of importance of printed material prior to visiting the park from most important to least important is: facilities/services, maps, attractions, operating dates/rates, other.
- Compared to averages from all surveys in 1983, campers at Windy Lake expressed relatively high importance on all of the printed material mentioned above.
- The ranking of importance of printed material upon arrival at the park from most important to least important is as follows: maps, park avtivities, local attractions, park information and other.
- As before, all of the above mentioned printed material received rankings of greater importance than the average values calculated from all 1983 surveys.

1983 PARK DAY VISITOR SURVEY

14. [illegible] is your [illegible]

Nearest village, town or city ______________________

Province or State ______________________ 53☐☐☐☐☐57

Thank you for your assistance.

If accidentally carried from the Park, please mail to:

Parks and Recreational Areas Branch
Ministry of Natural Resources
Queen's Park
Toronto, Ontario M7A 1W3

Ontario
[illegible]al Resources

Visi[illegible] Survey

Park Code	Questionnaire No.	Record No.
1☐☐☐[1]4	5☐☐☐☐8	[1]9

Help plan your Provincial Parks. Please fill out this Questionnaire.

You have been selected to represent the people who use our Provincial Parks. The information you give here will be used to help improve our Parks and provide the kinds of activities and environments you enjoy.

Instructions: Unless otherwise specified, please enter one number in the appropriate box to facilitate computer processing. Do not fill in the shaded boxes (for office use only).
Example – If your response to Question two is 5 people in your group, then code [0|5]

1. Which of the following best describes your group (travelling together in *one* vehicle)? (Select one only.) ☐10
   ① Family ② One couple only ③ Organized group (ie. troop, team, club, etc.)
   ④ Group of Friends ⑤ Single ⑨ Other (please specify) ▼

2. How many people are in your group? 11☐☐12

3. Please indicate the ages for all members in your group.

   Example [0|5] 5 year old
   [3|1] 31 year old

Male	Female
13☐☐14	27☐☐28
15☐☐16	29☐☐30
17☐☐18	31☐☐32
19☐☐20	33☐☐34
21☐☐22	35☐☐36
23☐☐24	37☐☐38
25☐☐26	39☐☐40

4. a) Have you visited this Park before? ☐41
   ① Yes ② No (If Yes, continue. If No, skip to Question 5.)
   b) Did you visit this Park last year? ☐42
   ① Yes ② No (If Yes, continue. If No, skip to Question 5.)
   c) How many days did you visit last year? 43☐☐44
   d) Did you camp here last year? ☐45
   ① Yes ② No

5. What type of accommodation are you using while on this Park visit? (Select one only.) ☐46
   ① Permanent residence ② Provincial Park campsite ③ Hotel/Motel/Motor Hotel
   ④ Home/Cottage of friends/Relatives ⑤ Resort/Lodge ⑥ Commercial Cottage/Cabin
   ⑦ Personal Cottage ⑧ Private campground ⑨ Other (please specify) ▼

591 (83/4)

Please fill out the remaining Questions just before leaving the Park.
Enjoy your visit and do not forget to leave the Questionnaire in the box provided near the Park exit.

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6. How many hours did you spend in *this* Park today? (Please specify to the nearest hour.)

① Less than 1 hour ② 1 hour ③ 2 hours ④ 3 hours ⑤ 4 hours
⑥ 5 hours ⑦ 6 hours ⑧ over 6 hours ☐ 47

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7. a) In order to find out what activities people do in Parks, one person is to be selected from your group and asked to indicate the activities he or she did while in the Park.

[1] Picnicking	① Yes	② No	☐ 48
[2] Sunbathing	① Yes	② No	☐ 49
[3] Swimming/Wading	① Yes	② No	☐ 50
[4] Motorboating	① Yes	② No	☐ 51
[5] Canoeing	① Yes	② No	☐ 52
[6] Trail hiking (non-guided)	① Yes	② No	☐ 53
[7] Bicycling	① Yes	② No	☐ 54
[8] Walking/Jogging	① Yes	② No	☐ 55
[9] Casual play (throwing frisbee, football, etc.)	① Yes	② No	☐ 56
[10] Viewing or photographing animals or plants	① Yes	② No	☐ 57
[11] Using playground facilities	① Yes	② No	☐ 58
[12] Relaxing (sitting around, reading books, etc.)	① Yes	② No	☐ 59
[13] Visiting viewpoints, scenic lookouts	① Yes	② No	☐ 60
[14] Hikes, walks (guided/conducted by staff)	① Yes	② No	☐ 61
[15] Viewing historical or nature displays	① Yes	② No	☐ 62
[16] Staff-organized recreation (campfires, etc.)	① Yes	② No	☐ 63
[17] Attending talks, slide presentations by Park staff	① Yes	② No	☐ 64
[18] Fishing	① Yes	② No	☐ 65
[19] Other (please specify) ▾	① Yes	② No	☐ 66

b) Which activity listed above did the person spend the most time doing? (Indicate by item number ☐.) 67 ☐☐ 68

c) Please specify age of person selected. 69 ☐☐ 70

d) Please specify sex of person selected.
① Male ② Female ☐ 71

1 ☐☐☐ 1 4 5 ☐☐☐☐ 8 2 9

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8. Please estimate your group's trip-related expenditures in Ontario within 40 km. (25 miles) of this Park. If you live in the defined area, also include an estimate of expenditures. Estimates should be made to the nearest dollar.

Fuel and transportation	$ 10 ☐☐☐
Food and beverages	$ 13 ☐☐☐
Attractions and entertainment	$ 16 ☐☐☐
Miscellaneous (ie. accommodations)	$ 19 ☐☐☐

9. How did you first hear/learn about this Park?

① Magazine article/advertisement ② Newspaper article/advertisement
③ Radio, T.V. advertisement ④ Parks/Tourism/Information centre ⑤ Friend/relative
⑥ Parks publication ⑦ Road sign/map ⑨ Other (please specify) ▾ ☐

10. Please indicate what forms of printed material are important to receive –

a) Prior to your visit to a Provincial Park. (①= most important, ②, ③, ④, ⑤= least important)

Maps showing Park locations ☐
Descriptions of attractions in Individual Parks ☐
List of facilities, services for each Park ☐
Operating dates/rates for each Park ☐
Other (please specify) ▾ ☐

Please rank in order of importance

b) Upon your arrival at the Provincial Park. (①= most important, ②, ③, ④, ⑤= least important)

Map showing Park facilities ☐ 29
Park information about history and nature ☐ 30
Local attractions and services in vicinity ☐ 31
Park activities ☐ 32
Other (please specify) ▾ ☐ 33

Please rank in order of importance

34

For the following Questions, please write in your response in the space provided.

11. Please indicate what you enjoyed most about your visit to this Park. ▾

1st 35 ☐☐ 36
2nd 37 ☐☐ 38
3rd 39 ☐☐ 40

12. Why did you choose this Park rather than a different one? ▾

1st 41 ☐☐ 42
2nd 43 ☐☐ 44
3rd 45 ☐☐ 46

13. Please indicate what could be done to improve or make your visit to the Park more interesting and enjoyable. ▾

1st 47 ☐☐ 48
2nd 49 ☐☐ 50
3rd 51 ☐☐ 52

Please see reverse side for Question 14.

1983 PARK CAMPER SURVEY

18 re is erma esider ated

Nearest village, town, city ____________________

Province, State ____________________ 58 ☐☐☐☐☐ 62

Thank you for your assistance.

If accidentally carried from the Park, please mail to:

Parks and Recreational Areas Branch
Ministry of Natural Resources
Queen's Park
Toronto, Ontario M7A 1W3

Ontario inistr atura Resources

Camper Survey

Park Code	Questionnaire No.	Record No.
1 ☐☐☐ 2 4	5 ☐☐☐☐ 8	1 9

Help plan your Provincial Parks.

Please fill out this Questionnaire only if you are camping overnight in this Park.

You have been selected to represent the people who use our Provincial Parks. The information you give here will be used to help improve our Parks and provide the kinds of activities and environments you enjoy.

Instructions: Unless otherwise specified, please enter one number in the appropriate box to facilitate computer processing. Do not fill in the shaded boxes (for office use only).

Example — If your response to Question two is 5 people in your group, then code 0 5

1. Which of the following best describes your group (together on the same campsite)? (Select one only.) ☐ 10
   ① Family ② One couple only ③ Organized group (ie. troop, team, club, etc.)
   ④ Group of friends ⑤ Single ⑥ Other (please specify) ▼

2. How many people are in your group? 11 ☐☐

3. Please indicate the ages for all members in your group.

   Example 0 5 5 year old
   3 1 31 year old

Male		Female
13 ☐☐ 14		27 ☐☐
15 ☐☐ 16		29 ☐☐
17 ☐☐ 18		31 ☐☐
19 ☐☐ 20		33 ☐☐
21 ☐☐ 22		35 ☐☐
23 ☐☐ 24		37 ☐☐
25 ☐☐ 26		39 ☐☐

4. a) Have you visited this Park before? ☐
   ① Yes ② No (If Yes, continue. If No, skip to Question 5.)
   b) Did you visit this Park last year? ☐
   ① Yes ② No (If Yes, continue. If No, skip to Question 5.)
   c) How many days did you visit last year? 43 ☐☐
   d) Did you camp here last year? ☐
   ① Yes ② No

5. With respect to this trip from home, would you consider this Park to be — ☐
   ① Main destination of this trip? ② One of several destinations?
   ③ Just a stopover enroute?

6. Which of the following best describes this trip from your home? ☐
   ① Weekend trip ② Vacation trip ③ Other (please specify) ▼

592 (83/4)

Please fill out the remaining questions just before leaving the Park.

Enjoy your visit and do not forget to leave the Questionnaire in the box provided near the Park exit.

7. How many nights did you stay in the Park on this visit? 48 ☐☐ 49

8. a) In order to find out what activities people do in Parks, one person is to be selected from your group and asked to indicate the activities he or she did while in the Park.

1	Picnicking	① Yes ② No	☐ 50	12	Relaxing (sitting around, reading books, etc.)	① Yes ② No	☐ 61
2	Sunbathing	① Yes ② No	☐ 51	13	Visiting viewpoints, scenic lookouts	① Yes ② No	☐ 62
3	Swimming/Wading	① Yes ② No	☐ 52	14	Hikes, walks (guided/conducted by staff)	① Yes ② No	☐ 63
4	Motorboating	① Yes ② No	☐ 53	15	Viewing historical or nature displays	① Yes ② No	☐ 64
5	Canoeing	① Yes ② No	☐ 54	16	Staff-organized recreation (campfires, etc.)	① Yes ② No	☐ 65
6	Trail hiking (non-guided)	① Yes ② No	☐ 55	17	Attending talks, slide presentations by Park staff	① Yes ② No	☐ 66
7	Bicycling	① Yes ② No	☐ 56	18	Fishing	① Yes ② No	☐ 67
8	Walking/jogging	① Yes ② No	☐ 57	[illegible]	Other (please specify) ▾	① Yes ② No	☐ 68
9	Casual play (throwing frisbee, football, etc.)	① Yes ② No	☐ 58				
10	Viewing or photographing animals or plants	① Yes ② No	☐ 59				
11	Using playground facilities	① Yes ② No	☐ 60				

b) Which activity listed above in a) did the person spend the most time doing? (Indicate by item number ☐.) 69 ☐☐ 70

c) Please specify age of person selected. 71 ☐☐ 72

d) Please specify sex of person selected. ☐ 73

① Male ② Female

9. How did you first hear/learn about this Park?

① Magazine article/advertisement ② Newspaper article/advertisement

③ Radio, T.V. advertisements ④ Parks/Tourism information centre ⑤ Friend/Relative

⑥ Parks publication ⑦ Road sign/map ⑨ Other (please specify) ▾ ☐ 74

10. a) Which of the following pieces of equipment are you using on this visit? ☐ 75

① Tent ② Tent trailer ③ Travel trailer ④ Truck camper

⑤ Van ⑥ Self-propelled motor home

b) If a second piece of equipment is used, indicate by one of the item numbers listed above in a) ☐ 76

1 ☐☐☐ 2 4 5 ☐☐☐☐ 8 2 9

11. Please estimate your group's trip-related expenditures in Ontario within 40 km. (25 miles) of this Park. If you live in the defined area, also include an estimate of expenditures. Estimates should be made to the nearest dollar.

Fuel and transportation	$ 10 ☐☐☐ 12	
Food and beverages	$ 13 ☐☐☐ 15	
Attractions and entertainment	$ 16 ☐☐☐ 18	
Miscellaneous (ie. accommodation)	$ 19 ☐☐☐ 21	

12. a) Are you aware that campsites may be reserved in advance in many Ontario Provincial Parks? ☐ 22

① Yes ② No

b) Have you used this reservation service before? ☐ 23

① Yes ② No

c) What improvements would you most like to see in the reservation system? (Please write in your response.) ▾ 24 ☐☐ 25

13. We are making more effort to curb excessive noise in campground areas.

a) Do you agree with this action? ☐ 26

① Yes ② No ③ Don't know

b) Are these efforts to control noise effective? ☐ 27

① Yes ② No ③ Don't know

14. Please indicate what forms of printed material are important to receive –

a) Prior to your visit to a Provincial Park. (Please rank in order of importance.)

(① = most important, ②, ③, ④, ⑤ = least important)

Maps showing Park locations	☐ 28
Descriptions of attractions in individual Parks	☐ 29
List of facilities, services for each Park	☐ 30
Operating dates/rates for each Park	☐ 31
Other (please specify) ▾	☐ 32
	☐ 33

b) Upon your arrival at the Provincial Park. (Please rank in order of importance.)

(① = most important, ②, ③, ④, ⑤ = least important)

Map showing campsite numbers and location	☐ 34
Park information about history and nature	☐ 35
Local attractions and services in vicinity	☐ 36
Park activities and facilities	☐ 37
Other (please specify) ▾	☐ 38
	☐ 39

For the following Questions, please write in your response in the space provided.

15. Please indicate what you enjoyed most about your visit to this Park. ▾

1st 40 ☐☐ 41
2nd 42 ☐☐ 43
3rd 44 ☐☐ 45

16. Why did you choose this Park rather than a different one? ▾

1st 46 ☐☐ 47
2nd 48 ☐☐ 49
3rd 50 ☐☐ 51

17. Please indicate what could be done to improve or make your visit to this Park more interesting and enjoyable. ▾

1st 52 ☐☐ 53
2nd 54 ☐☐ 55
3rd 56 ☐☐ 57

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